35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 23, 1961

CBS-TV's new rotating-minutes plan draws everything but praise from reps 19

The Metropolitan-Kluge story: How to build a multiple-station empire 42

CBS-TV cuts tape production by $5 million, plans service only to clients 20

RKO General plans Hartford pay tv by fall as FCC moves toward grant 54

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EVERY DAY...BOUGHT IN MORE MARKETS!

ACTION! DRAMA!

Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

starring

LEE BOWMAN

as Jeff Thompson

with

ROCKY GRAZIANO

as "Rocky"

The New Power In TV Programs . . .

THESE STATIONS ACTED FAST . . .

WGN-TV	Chicago	WXYZ-TV	Detroit
KOA-TV	Denver	WNEW-TV	New York
WLW-I	Indianapolis	WCCO-TV	Mnpls.-St. Paul
WFLA-TV	Tampa	WLBW-TV	Miami
KPRC-TV	Houston	WFBC-TV	Greenville
WDSU-TV	New Orleans	KERO-TV	Bakersfield
WKRC-TV	Cincinnati	WAVY-TV	Norfolk-Portsmouth
KKTV	Colo.Spgs.-Pueblo	KGO-TV	San Francisco
KSL-TV	Salt Lake City	KETV	Omaha
WALA-TV	Mobile	WRBL-TV	Columbus, Ga.
KGGM-TV	Albuquerque	KTVK	Phoenix
XETV	San Diego	WHDH-TV	Boston
WLW-A	Atlanta	WHO-TV	Des Moines
KFYR-TV	Bismarck	WDSM-TV	Duluth
KTSM-TV	El Paso	KEYT	Santa Barbara
WBRE-TV	Wilkes-Barre	KID-TV	Idaho Falls
WCTV	Tallahassee	WTVY	Dothan
KVOS-TV	Bellingham	KSHO-TV	Las Vegas
KABC-TV	Los Angeles	KFDX-TV	Wichita Falls
WKBW-TV	Buffalo	WNEM-TV	Saginaw-Bay City
WFGA-TV	Jacksonville	KELO-TV	Sioux Falls

and many more!

THESE SPONSORS ACTED FAST TOO . . .
WIEDEMANN BEER • INSTANT FELS-NAPTHA TEXAS STATE OPTICAL • LINCOLN-MERCURY in Chicago • RODENBERG'S SUPER MARKET in Charleston • FOOD TOWN in Baton Rouge MIAMI STONE in Indianapolis • CHEERFUL CHARLEY'S PEOPLE FURNITURE in Davenport TINCH FURNITURE in Las Vegas • POLLY'S FOOD SERVICE in Jackson, Mich. • GUNN HARDWARE in Hattiesburg, Miss. and more.

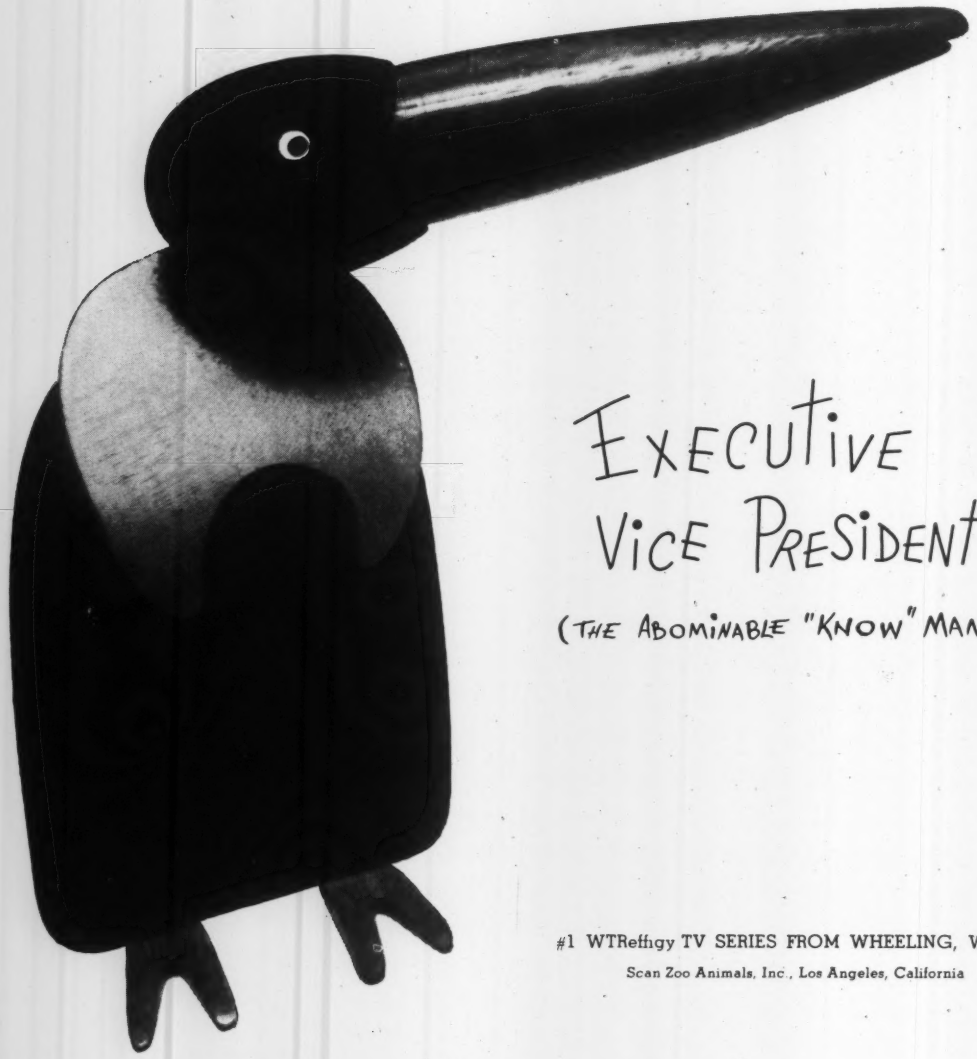
United Artists

ZIV

Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.
Produced by SCHENCK-KOCH ENTERPRISES, INC.

WTREFFIGIES
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



EXECUTIVE VICE PRESIDENT

(THE ABOMINABLE "KNOW" MAN!)

#1 WTReffigy TV SERIES FROM WHEELING, W. VA.

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf tv

316,000 watts NBC network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

in 1961 reach the DECISION MAKERS in *BALTIMORE* with

WCBM

A CBS Radio Affiliate *10,000 Watts on 680 KC and 106.5 FM*
BALTIMORE 13, MARYLAND

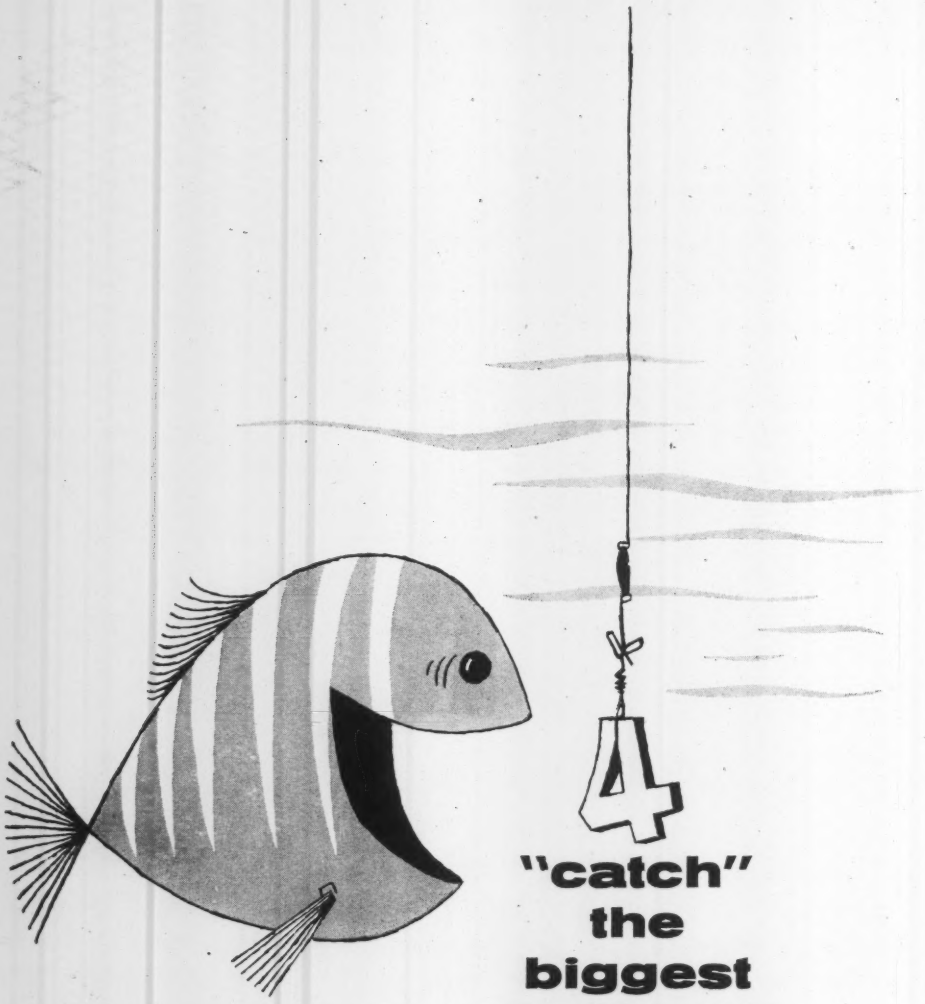
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WCBM RADIO

You've seen housewives, young and old, who can whiz through a supermarket in nothing flat. Their market lists are checked off 1 - 2 - 3 because they know *beforehand* what they are going to buy.

They are the DECISION MAKERS, typical of the adult-level audience you reach when you tell your product story to WCBM listeners.

Reach them in their homes where they decide which products really rate!



"catch" the biggest audience...

in the great Dallas - Ft. Worth market with channel 4

The November 20, 1960, Nielson Station Index shows KRLD-TV to be the most viewed station in the Dallas - Ft. Worth Market.

Channel 4's Homes Reached and Station Share per quarter-hour from 6 a.m. to Midnight, Sunday through Saturday, are greater than any other station in the Dallas - Ft. Worth area.

Reach The Dallas - Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Who hooked Minow?

Who picked Newton N. Minow for FCC, It wasn't Dean James M. Landis or Sargent Shriver but John F. Kennedy himself. New President knew Mr. Minow through his activity at 1956 convention in Chicago, when he was one of Adlai Stevenson's chief lieutenants and at time Senator Kennedy was runner-up for vice presidential nomination. Subsequently, Mr. Shriver, new President's brother-in-law, did contact him on his possible availability and Mr. Minow ultimately said yes, if it was to be chairmanship.

Lever reassures agencies

Shudder ran up and down Madison Ave., last week in wake of report that Lever Bros. was setting up own house agency. Potential effects of such move by company like Lever, which currently uses six agencies to handle its principal advertising, were just too terrible to contemplate. But Lever officials assured that it wasn't so, said they'd had to deny such reports before and probably would have to again. Reason: Parent Unilever does still retain house agencies (Lintas, for Lever International Advertising Service) in many parts of world (through trend is toward use of independent agencies everywhere), and visits by Lintas people to New York, as happened recently, tend to touch off speculation about intentions here.

Another factor: Lever recently completed annual review of its agencies' work—in itself enough to cause a shiver or two. But officials say that, with realignments announced earlier (BROADCASTING, *Jan. 9), they have no further agency changes in mind. Their principal business is placed by BBDO; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson; Kenyon & Eckhardt; Foote, Cone & Belding and Ogilvy, Benson & Mather.*

Rotating gyrations

Despite loud and unquestionably earnest protests by station representatives and some CBS-TV affiliates (see page 19), any hard-nosed estimate of CBS-TV plan to sell minutes in its late-morning programs must include this basic fact: extent of real opposition, and therefore final outcome, simply cannot be accurately foretold now. History has shown repeatedly that many stations will squawk loudly—and then sign up *for very thing they are squawking about.*

Network officials say they've had "limited number" of skeptical reactions but don't consider them final and, indeed, think they may have been largely inspired by "frantic telephone campaign" by reps. Moreover they're "surprised' 'by vehement reaction even by reps, in view of "what other networks are doing even more extensively." But real moment of truth is approaching: Network queries asking affiliates whether they will or won't clear progress under new plan went out last Thursday. Stations' responses will tell the tale.

Hagerty peregrinations

ABC's new vice president in charge of news, James C. Hagerty, who has just completed eight-year tenure as White House news secretary to President Eisenhower, will visit affiliated stations to discuss beefing up overall news and information services after he completes basic headquarters organization. Mr. Hagerty will first concentrate on bolstering Washington's manpower and coverage.

Mr. Hagerty, who will be given all money he needs to make ABC's news, special events and public affairs coverage competitive with older line networks, also contemplates swing to foreign bureaus and station affiliates of ABC after completing basic organization. International television, according to ABC-TV President Ollie Treyz, constitutes medium's new frontier in sales and syndication of news and public affairs programming.

Rating the ratings

Impetus for expected House Commerce Committee investigation of rating surveys will come at month-end when special study by American Statistical Assn. is submitted. Dr. William Madow, chairman of three-man group completing study under mandate of Legislative Oversight Subcommittee, said findings will give Congress starting point for investigation. Madow report will be approximately 100 pages of double-spaced copy and deals with methods used by rating services.

'Split run' radio

New approach to national radio network selling, designed to give advertisers greater flexibility in manner akin to regional editions of national magazines, is in work at ABC Radio. Officials are pulling together ABC Radio Pacific Coast Network and two regionals, Arizona and Intermountain networks, with which they already have affiliation arrangements, into package which can be sold "in any combination." It's called "ABC Radio West" and approximately 105 stations are involved. Rate structures are currently being developed, and there's speculation that similar regional patterns may be evolved for other sections of country.

Home of its own

FCC, which since its establishment in 1934 has been stepchild among independent agencies, occupying space in Post Office and other government buildings, will have headquarters of its own if near campaign bears fruit. Federal Communications Bar Assn. is spearheading move for FCC's own building at outset of new Kennedy administration, with Harold Mott, newly elected first vp (and president-elect) as committee chairman.

This isn't first time FCC has sought its own home. Several past chairmen have campaigned for building with General Services Administration, federal government's landlord, and with Budget Bureau, but have made little progress. FCC presently is occupying what amounts to odd-lots space in Post Office Building and even in space rented in three downtown buildings from private owners. FCC now occupies 162,900 sq. ft. to house its 950 Washington employees.

Aid from State

New Office of Special Projects, to assist all media in clearance and handling of long-range programming and news, as distinguished from spot news, has been set up in State Department. Heading office is Luther Reid, former CBS publicity director (1939-40). Office, operating under Assistant Secretary for Public Affairs (Roger Tubby, former news secretary to President Truman is its new head) will arrange clearances for radio-tv newsmen as well as others, for special programs.

USIA search continues

There was still no inkling last week as to who will become new director of USIA. It wouldn't be surprising if man ultimately selected is some celebrated figure in print journalism rather than radio-tv, even though Voice of America program is core of propaganda operation. Actively under consideration, it's learned is Sylvester (Pat) Weaver, currently board chairman of McCann Erickson International and former NBC president and chairman. He has been member of USIA Broadcast Advisory Board for past two years.

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"WKBH & WKBT!"

WKBH,
5000 watts, NBC,
and WKBT, Channel 8,
CBS–ABC–NBC...
...most effectively serving the
"should-buy" market of LaCrosse
and the Western Wisconsin Area
announce the appointment of
AVERY-KNODEL
as National Sales
Representatives.

¶ Remember,
you can't sell the
WKBH or WKBT Area
using far-distant, "big-market"
stations. LaCrosse is farther
from Milwaukee than Chicago
is from Indianapolis...
almost as far as Boston
is from New York.

¶ Only WKBH and WKBT give you
thorough, efficient
and effective penetration
of this diversified industrial
and agricultural area—
39th in the nation in retail sales
per household.

¶ Call your **AVERY-KNODEL** representative.

AVERY-KNODEL Offices in: New York • Atlanta • Dallas • Detroit • San Francisco • Los Angeles • Chicago

WEEK IN BRIEF

Station reps are up in arms over what they feel is the latest, and worst, foray into their own sacred ground—the CBS-TV rotating-minutes plan for selling late-morning spots, which one called "spot-casting." Last week they let fly their opinions in unequivocal language. See . . .

REPS BRISTLE AT CBS-TV PLAN . . . 19

It takes confidence, savvy and a good deal more just to mark time in the field of big league station ownership. Metropolitan Broadcasting Corp. and its head, John W. Kluge, show they have more than enough of all in putting together an empire of four vhfs, four ams and three fms in large and middle-sized markets. They haven't stopped yet. See . . .

MAKING A MASSIVE MEDIA COMBINE . . . 42

CBS-TV makes sharp cutback in tv commercial and program production on tape—$5 million worth—in what was interpreted as a move to cut costs and increase profits. From now on production will be only for network clients. See . . .

TAPE PRODUCTION CUT BY CBS-TV . . . 20

Over-the-air pay television, a controversial issue for years, will be a reality this fall when RKO General carries out its plans for a three-year, $10 million test on ch. 18 in Hartford, Conn. All that's needed is the final FCC stamp on tentative approval announced last week. See . . .

FCC SET TO OK HARTFORD PAY TV . . . 54

Congress will hold a post-mortem Jan. 31-Feb. 1 on a partial, temporary death: that of Sec. 315 in the 1960 presidential campaign. And broadcasters will be hoping for the big kill as they testify before Pastore unit. See . . .

SEC. 315 HEARING SCHEDULED . . . 58

The FCC has, too, always considered programming—when it compares applicants for station licenses. And the agency ought to check again at renewal time to see if programming is up to promises. So said a man last week whose words will carry weight: James M. Landis, the President's agency reorganization man. See . . .

FCC MUST CONSIDER PROGRAMS . . . 56

The FCC chairman-designate, Newton W. Minow, drops by to visit congressmen, FCC members, other Washington figures, acquaint himself with his new job. See . . .

MINOW COMES TO WASHINGTON . . . 54

Outgoing President Eisenhower asks Congress for $13.5 million for the FCC for fiscal 1962, same as he asked for 1961, but $900,000 less than the FCC got. Kennedy may revise figure. See . . .

$13.5 MILLION ASKED FOR FCC . . . 61

Ford Motors' Ford four years ago okayed a 1957-58 season plan outlining broadcast media plans and what results it hoped to achieve. As reviewed before RTES members last week, results were rewarding. See . . .

FORD TV OBJECTIVES, RESULTS . . . 26

Canada now boasts 85% tv saturation of households—or a total of nearly 3.8 million tv homes. See . . .

TV COVERAGE 85% IN CANADA . . . 70

Lockheed Aircraft proposes that one common-carrier firm serve all space telecommunications as 'joint venture' in recommendation to FCC. AT&T gets green light for overseas satellite tests. See . . .

SINGLE SPACE CARRIER ASKED . . . 64

CBS separates its sports departments from news so respective radio and tv networks can concentrate on building up sports, after similar move to beef up news and public affairs. See . . .

CBS SPLITS SPORTS, NEWS . . . 36

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BROADCASTING

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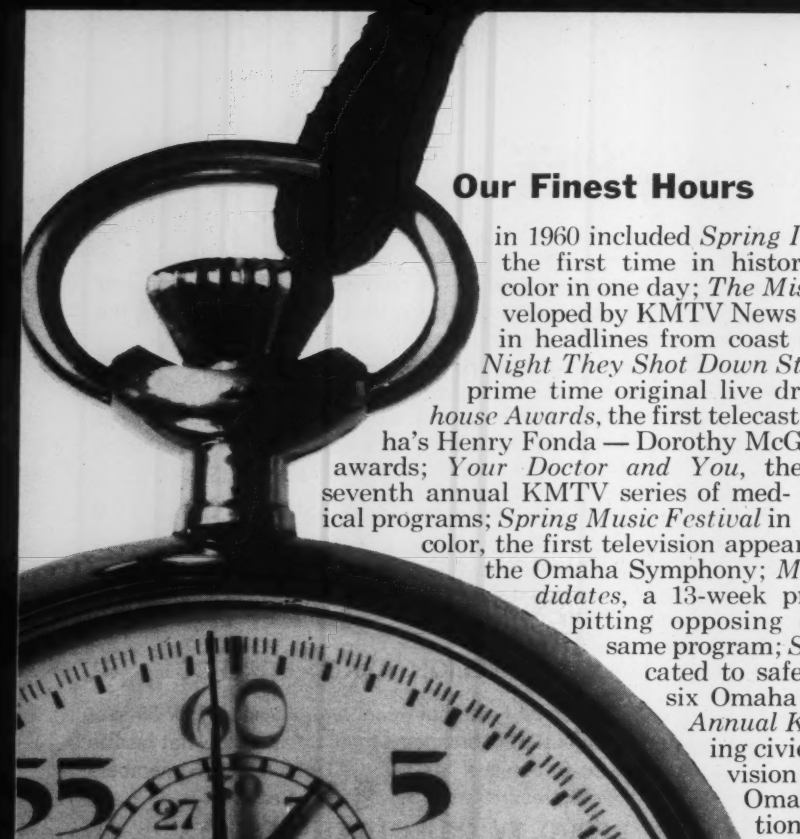


Our Finest Hours

in 1960 included *Spring Into Color*, for the first time in history 17-hours of color in one day; *The Missile Story*, developed by KMTV News and appearing in headlines from coast to coast; *The Night They Shot Down St. Nicholas*, a prime time original live drama; *Playhouse Awards*, the first telecast of Omaha's Henry Fonda — Dorothy McGuire awards; *Your Doctor and You*, the seventh annual KMTV series of medical programs; *Spring Music Festival* in color, the first television appearance of the Omaha Symphony; *Meet the Candidates*, a 13-week pre-election series pitting opposing candidates on the same program; *Six White Crosses*, dedicated to safety and to the memory of six Omaha crash victims; *The Second Annual KMTV Awards Dinner*, honoring civic leaders for effective use of television public service; *Birth of a Decade*, Omaha's growth in the '50's and predictions for the '60's; *Playground Champions*, the seventh annual KMTV series of city Park competition; *The Hidden City*, Omaha's first continuing series of in-depth specials; *The Hunter and His Gun*, safety in the field; *'Twas the Night Before Christmas*, a live color dramatization of Clement Moore's poem; *Jean's Story Time*, Omaha's only live children's religious program series; *Cavalcade of '60*, the year's top news stories; *All Star Bowling*, the nation's only daily live television coverage of the 1960 All Star Tournament; *TV Classroom*, now in the tenth year and one of the nation's first programs to offer courses for college credit; *First Lutheran Service*, Omaha's only remote of local Christmas observances; *The Amendments*, pro's and con's of proposed Nebraska Constitutional changes; *European Reports*, featuring two KMTV News trips to Europe and Africa; and a virtual sweep of the *Omaha Radio/TV Council "Gold Frame" Awards* for public interest programming. We have even bigger plans for 1961.

KMTV 3 Omaha and Lincoln

Represented nationally by Edward Petry and Co.

Inaugural coverage overcomes storm

Carefully laid plans of networks to provide coverage of Kennedy inaugural ceremonies proceeded in orderly manner Friday despite unexpected problems raised by Thursday snowstorm. Few improvised measures were taken during pickups that started in morning and continued to inaugural balls.

NBC-TV had to knock out window in tv booth across from presidential reviewing stand at White House to permit better pickup by color cameras. This was described as cause of loud public address commentary on tv. It also subjected Chet Huntley and David Brinkley to chilly winds along Pennsylvania Ave. Network carried fast commentary on Kennedy speech from Joseph C. Harsch, in London.

Rehearsals for Friday coverage were conducted during snowstorm but bright sun was shining all day, augmented by reflections from snow.

Networks had to make quick arrangements to house personnel night before inauguration, renting any space they could get. Some stayed at stations. NBC rented banquet hall atop Woodner Hotel, for use as dormitory.

Fireman Reinsch

Besides serving Democratic party candidate John F. Kennedy as communications advisor during campaign, J. Leonard Reinsch, executive director of Cox stations, served in emergency role during Friday inaugural ceremonies.

When smoke began seeping out of lectern prior to invocation by Richard Cardinal Cushing, Mr. Reinsch, seated near lectern, came into camera range as he inspected electrical gear at its base. He tried to duck as he crossed in front of lectern but was caught by tv camera.

David Brinkley, NBC observed, "Leonard Reinsch seems to be the chief fireman."

More informational radio advocated by retailer

Local radio must move in direction of radio networks and provide more informational and educational programming to offset FCC trend towards greater regulation, Harry Spitzer, publicity and sales promotion director of Sattler's department store, Buffalo, told ninth annual Retail Advertising Conferece Jan. 22 in Chicago. As jingle pioneer and saturation user of radio for 27 years, Sattler's will follow trend and increase even further its heavy investment in local newscasts, he said.

"What would happen if FCC demanded radio stations devote more time to education?" he asked. "What would happen if FCC decided too much rock-and-roll, not enough community service were on the air?" Answering his own questions, he said, "I am not speaking for more government regulation but I am saying that if radio itself does not wake up, it is not beyond the realm of possibility that the FCC will move in. The trend is there."

Mr. Spitzer said that as advertiser he has noted that "poor programming has driven a good part of the better market away from commercial radio into the calm and noncommercial air of fm radio—and merchants can't deliver their messages and sell goods to people who are not listening."

Describing radio as "a marvelous medium, the most flexible mass medium ever devised," he said radio "could do the most marvelous job of education for citizenship if it only tried. Radio is the only mass medium you don't have to do anything about. To read a newspaper you must turn the pages. To watch television you must sit down and watch it. But radio is there and can be everywhere."

Citing NBC and CBS swing to more informational and service-type programming, Mr. Spitzer said that since most radio income is from local sources, this trend must spread to local level. "A better informed public will mean a better educated public and will mean a more prosperous nation," he said. "We at Sattler's feel this very strongly and are backing up our feeling. This is the direction in which Sattler's has spent and is spending its radio money."

Dairy association leaving tv for print media drive

American Dairy Assn. 1961 advertising will be concentrated in print media instead of tv because of high cost of visual medium, it was learned Friday.

ADA likes tv but claimed it's getting too expensive to obtain full program identification. In past ADA has partially sponsored such network programs as Perry Como and currently is in final cycle of participations on NBC-TV *Today*.

Nielsen, ARB checks show Inaugural ratings high

Total of 3,287,000 television households in New York metropolitan area viewed presidential inauguration ceremonies during peak time of 12:30-12:45 p.m. Friday, according to A. C. Nielsen's Instantaneous Audimeter. Total viewing audience on seven New York tv stations carrying event amounted to 79.1% of tv households, Nielsen spokesman said, with WNBC-TV New York garnering 54.7% share of tv audience. He added that snowstorm in New York area Friday probably was one factor that contributed to large audience. For 12:30-12:45 time periods, Nielsen noted, average of 24.2% of New York households viewed tv previous day (Jan. 19).

Almost half of all television sets in use from 11 a.m. to 3 p.m., period of presidential inauguration ceremonies Friday (Jan. 20), were tuned to network coverage of those events, according to American Research Bureau's seven-city Arbitron report. It showed 60.9% of sets in those cities were in use during average segment of that period, with 48.3% of those tuned to network coverage.

In network race, NBC-TV took first place with average rating of 23.4—higher than rating on any football bowl game or World Series contest, NBC said—as against 17.9 for CBS-TV and 7.0 for ABC-TV.

Talks planned Jan. 26 on block-booking orders

Conference to draw up block-booking injunction order, along lines of decision by Federal Judge Archie O. Dawson (BROADCASTING, Dec. 12, 1960), is scheduled for Jan. 26 in chambers at New York federal courthouse. Meeting is for purpose of permitting Dept. of Justice attorneys to file proposed order, with attorneys for six tv film distributors having chance to discuss and argue specific items.

District Judge Dawson ruled that six defendants violated block booking prohibitions in requiring purchase of feature films by tv stations in package form. Opinion brought to close three-year-long government antitrust suit against following tv film distributors: Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Gray

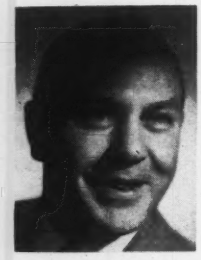
Gordon Gray, formerly special assistant to the President for national security affairs in Eisenhower administration, elected chairman of boards of Piedmont Publishing Co. and Triangle Broadcasting Corp., Winston-Salem, N. C. Piedmont is licensee of WSJS-AM-FM, that city, and publishes *Winston-Salem Journal* and *Twin City Sentinel.* Triangle, Piedmont subsidiary, is licensee of WSJS-TV Winston-Salem.

Mr. Kirtland

Clifford M. Kirtland, since 1957 treasurer and controller of Transcontinent Television Corp., elected vp of firm. Prior to joining TTC, Mr. Kirtland was business manager of WGR-AM-FM-TV Buffalo, N. Y. TTC stations are: WROC-FM-TV Rochester, N. Y., WNEP-TV Scranton-Wilkes-Barre, Pa., WGR-AM-FM-TV Buffalo, KFMB-AM-FM-TV San Diego, Calif., KERO-TV Bakersfield, Calif., and WDAF-AM-TV Kansas City.

Ralph W. Nicholson, director, vp and manager of Fuller & Smith & Ross, New York, appointed assistant U. S. Postmaster General. Prior to joining F&S&R 15 years ago, Mr. Nicholson had served on president's staff at U. of Chicago, and at General Electric Co., Schenectady, N. Y. **T. L. Stromberger,** F&S&R headquarters senior vp, has been named acting manager of agency's New York office. Mr. Nicholson assumed full responsibilities in new Washington assignment on Jan. 20.

William P. Andrews named vp in charge of syndication for Independent Television Corp., N. Y. Mr. Andrews, who was formerly ITC's general sales manager, joined company in July, 1958 as western division manager. In June, 1959, he was named northeastern division manager. Before coming to ITC, he was spot sales manager for Ziv-Tv, N. Y., and prior to that was account executive for KPTV (TV) Portland.



Mr. Sigmon

Loyd Sigmon, vp and chief engineer of Golden West Broadcasters and assistant general manager of KMPC Los Angeles, promoted to general manager. Move was made to relieve **Bob Reynolds,** GWB president who has been managing KMPC, to devote more time to GWB's expanding activities, particularly Los Angeles Angels, American League baseball team for which franchise has been granted to Mr. Reynolds with Gene Autry, GWB board chairman. **Tom Crosnoe,** KMPC transmitter engineer, becomes chief engineer of three Golden West stations: KSFO San Francisco, KVI Seattle, Wash., and KMPC.

For other personnel changes of the week see FATES & FORTUNES

Healy of McCann-Erickson defends integrity of ads

Replying to critics who charge advertising "can foist anything on the American public," Robert E. Healy of McCann-Erickson, New York, said Friday this is not true and neither American people nor advertising industry would permit it.

Mr. Healy told dinner meeting of Fort Worth (Tex.) Junior Chamber of Commerce there are some "real problem ad men who push their product claims beyond bounds of integrity." He indicated such admen are not typical of industry generally and pointed out that one of "greatest ethical acts" agency can perform is to persuade client his product "is not quite that good."

Capt. Miles nominated to U. S. advisory panel

Capt. Paul D. Miles, USN (ret.), executive secretary of Interdepartment Radio Advisory Committee, has been nominated by U. S. to serve on international panel to meet in Geneva next September. Panel will consider worldwide aspects of telecommunications planning and allocations, including broadcasting techniques.

Panel of seven experts was authorized at 1959 International Telecommunications Conference in Geneva to explore ways of relieving congestion in spectrum (between 4-27.5 mc) involving, in addition to broadcasting techniques, space communications as well as scatter, radio relay, high frequency, and land and submarine cables.

Gundy heads association

Phillip L. Gundy, senior vice president of Ampex Corp., has been elected president of Western Electronic Mfg. Assn. for 1961.

Business briefly....

Block Drug Co. (Polident denture cleansing kit), Jersey City, N. J., has earmarked $500,000 for network tv campaign in March and April to promote sales of kits during retailers' special offer. Similar promotion year ago, Block Drug said, doubled Polident's sales during seven-week deal period. Commercials will be seen on *This Is Your Life, Jack Paar Show, The Tall Man,* all on NBC-TV, and also in undetermined number of major daytime tv shows. Agency: Grey Adv., N. Y.

Telefilm Assoc. (20th Century-Fox), Screen Gems Inc. (Columbia) and United Artists Corp. (independents).

NTA Telestudios to test commercial vtr technique

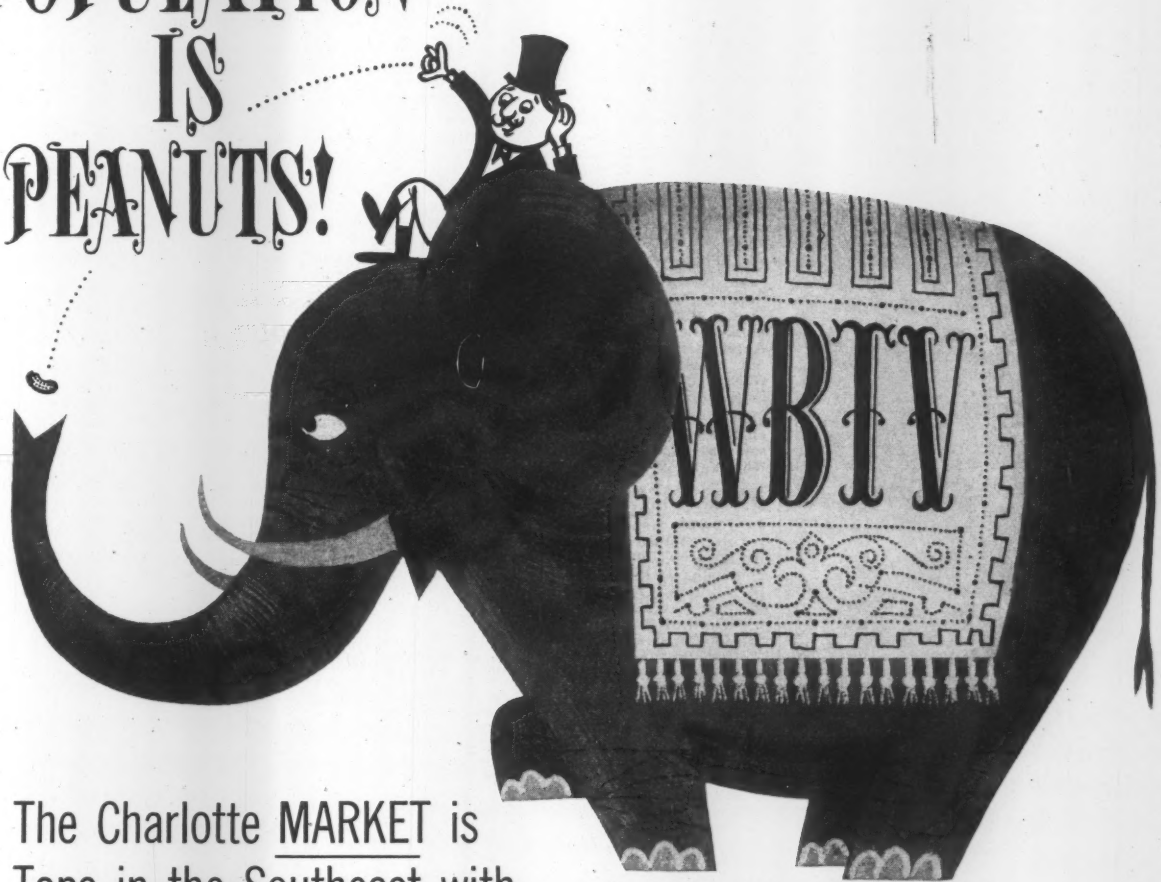
NTA Telestudios will test what is described as significant development in video-tape commercial production field this week in New Orleans. Telestudios will tape footage for series of DuPont commercials using new single-camera technique. Tape footage will be integrated by intersync with other footage produced in New York.

Test is called first attempt at location production using single-camera shooting and subsequent utilization of intersync. If successful, method is expected to place on-location video-tape on more competitive basis with film. In past one advantage of film has been claim that sequences could be easily integrated.

Transocean tv within year

AT&T said it hopes to have transoceanic satellite up "within year" and "will push vigorously toward this." Statement issued after FCC approved frequencies for space use by AT&T (see page 64). Satellites will make possible international transmission of tv and other forms of communication not feasible with today's cable and radio circuits, company said. It pointed out that cables and radio network carried nearly 4 million overseas telephone calls last year. By 1980, statement said, it is expected there will be 100 million calls per year, 25 times present load.

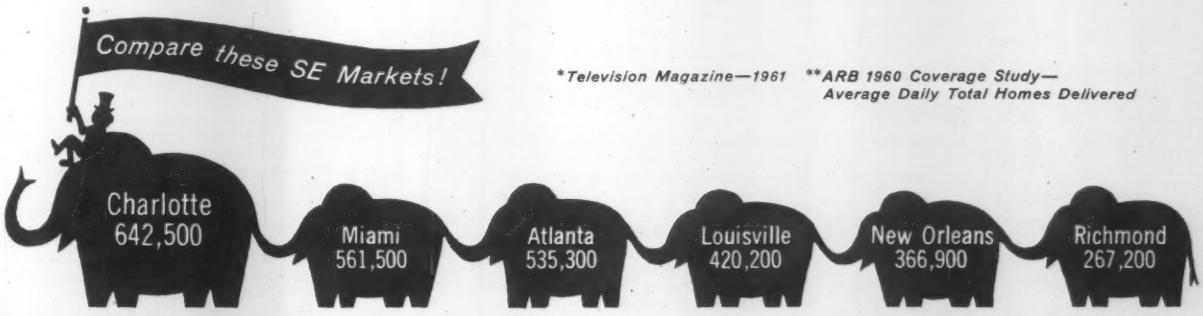
THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is Tops in the Southeast with 642,500 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still peanuts* compared to the TV Homes in the elephantine Charlotte Television Market.

Don't forget! WBTV Delivers 55.3% more TV Homes than Charlotte Station "B"!**



*Television Magazine—1961 **ARB 1960 Coverage Study—Average Daily Total Homes Delivered

YOU CAN QUOTE ME...

"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

John T. Nolan Jr.

President

Keelor & Stites, Cincinnati,

Agency for Southwestern Ohio Blue Cross

Call your WLW Stations' Representative... you'll be glad you did!

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

THE CROSLEY GROUP

WLW-T Television Cincinnati

WLW-A Television Atlanta

W L W Radio

Crosley Broadcasting Corporation a division of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

Jan. 23—Joint luncheon meeting, **Sales-Marketing Executives of Chicago, Chicago Federated Advertising Club** and **American Marketing Assn.** Speaker: Marion Harper Jr., president, McCann-Erickson, Sheraton Towers, Grand Ballroom, 12 noon.

Jan. 23—Hollywood Ad Club luncheon meeting, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—Oklahoma Broadcasters Assn. Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

Jan. 24—**Washington Advertising Club** and **Sales Executives Club**, 9th annual Business Outlook Conference. Statler Hilton Hotel, Washington, D. C.

•Jan. 24—**Academy of Television Arts & Sciences, Los Angeles Chapter**, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Hollywood Palladium, Hollywood, 8 p.m.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

•Jan. 24-26—**National Religious Broadcasters**, Mayflower Hotel, Washington, D. C.

Jan. 24-26—Georgia Radio & Television Institute, sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—South Carolina Broadcasters Assn. annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

•Jan. 26—**Chicago Agency Media Group**, second annual Media Representatives Award luncheon. Speaker: Leon Morgan, president, Buchan Adv.; topic: "Are you getting the most out of media representatives?" Fritzel's restaurant.

•Jan. 26—**Southern California Broadcasters Assn.** monthly luncheon, noon at the Hollywood Knickerbocker Hotel. Guild, Bascom & Bonfigli personnel will discuss the agency's attitude toward radio and how GB&B attempts to make it work for its clients.

•Jan. 26—New deadline for comments on FCC rulemaking which would prohibit sale of a broadcast license, except in certain instances, where licensee has outlet less than three years. Reply comments due Feb. 6.

Jan. 27—**Educational Foundation of American Women in Radio & Television**, board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television**, board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—American Institute of Electrical Engineers winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—National Retail Merchants Week sponsored by 11,500 stores of National Retail Merchants Assn., with slogan, "Retailing Serves America."

Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President John Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

•Feb. 1—**Television Bureau of Advertising**, showing of "The Progress of Discontent," Statler Hilton Hotel, Washington, D. C., 8 a.m.

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—Minnesota AP Broadcasters Assn. Radisson Hotel, Minneapolis.

Feb. 2-3—NAB Television Code Review Board. Beverly Hills Hotel, Hollywood.

Feb. 4—United Press International Broadcasters of Minnesota, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—Texas Assn. of Broadcasters spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—1961 Advertising Week.

•Feb. 6—**Hollywood Ad Club** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

•Feb. 6-7—**U. of Texas** Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

2. Two mid-day splits on the wire east from Chicago have been extended to 25 minutes each, Mondays through Fridays, to permit the sending of more regional news, markets and weather. These splits are the ones called at 11:30A and 12:30P eastern time.

NEWSFEATURE PROGRAMS

		M	T	W	T	F	S	S	SENT
FARMING	The Farm Show	X	X	X	X	X	X		Overnight
	Market Summary	X	X	X	X	X	X		Overnight
FOR WOMEN In The Woman's World	The Woman's Beat	X	X	X	X	X			Overnight
	Mainly for Women	X	X	X	X	X	X		Overnight
	Women in the News	X	X	X	X	X			Overnight
HUMAN INTEREST & ENTERTAINMENT On The Lighter Side	The Calendar***	X	X	X	X	X	X	X	Evening
	The Almanac***	X	X	X	X	X	X	X	Overnight
	Flashback	X	X	X	X	X	X		Overnight
	In Your Neighborhood	X	X	X	X	X	X		Overnight
	Time Out	X	X	X	X	X	X		Overnight
	On the Record	X	X	X	X	X	X	X	Overnight
	Calling All Drivers		X		X		X		Overnight
	In Movieland	X		X		X			Overnight
	Deejay Discourse							X	Early Morn.
COMMENTARY AND REVIEW	Today's Commentary	X	X	X	X	X			Late Evening
	Names in the News	X	X	X	X	X			Late Evening
	Under the Capitol Dome	X	X	X	X	X			Late Evening
BUSINESS, RELIGION, SCIENCE	Business World	X	X	X	X	X			Daytime
	Weekly Business Review						X		Overnight
	Religious News						X		Overnight
	The Week in Science						X		Late Evening
NEWS OF THE BROADCAST WORLD	Along Broadcast Row	X	X	X	X	X			Daytime & Night
	Station to Station			(As available)					
SPORTS	Speaking of Sports*	X	X	X	X	X		X	Overnight
	Great Moments in Sports**	X	X	X	X	X			
	The Scorecard	X	X	X	X	X	X	X	Overnight
UNITED PRESS INTERNATIONAL SUNDAY SHOW	Moves Saturday night and early Sunday for use the same day or thereafter as desired. May be programmed for solid hour of air time or much longer with musical or commercial inserts. Individual sections cover human interest, foreign affairs, government, politics, personalities, science, news review and preview, in-depth documentary, background, historical material and women's news. Also clearing Sundays: Deejay Discourse—700 words of record patter for station music departments; the Sports Preview, sizing up the week in sports and previewing the week ahead; and the Sunday Music newsfeature.							X	Overnight
UNITED PRESS INTERNATIONAL SEASONAL SPECIALS	Each year United Press International Radio carries timely news shows in series. Topics include income tax, elections, spring fashions, home gardening, June brides, fall fashions and Christmas shopping. Also: On Broadway, the New York theatrical season. At the end of each year feature specials include 15 minute news shows, covering the year on the lighter side, farming, women's news and the year's news highlights. Other year-end news shows are Man of the Year, Woman of the Year, Story of the Year, and Top Records of the Year.								
UNITED PRESS INTERNATIONAL SEASONAL SPORTS SPECIALS	Special sports news shows in series include Along the Baseball Trail (18 scripts); Sizing Up the Majors (18 scripts); Sizing Up the World Series (3 scripts); Sizing Up the Kentucky Derby (3 scripts); Sizing Up College Football (12 scripts); Sizing up Professional Football (22 scripts); Sizing Up the Bowls (6 scripts); Sizing Up the Olympics (7 scripts, every four years); Football Prophet (every Thursday during football season).								

*Speaking of Sports is expanded to a 15-minute newscast on Sunday, reviewing the week in sports and outlining the week ahead.

**Great Moments in Sports is moved during the weekend for release during the following week.

***Moved during the weekend on a hold-for-release basis.

UNITED PRESS INTERNATIONAL BROADCAST NEWS Timetable

UPI

Talk about newsfeatures!

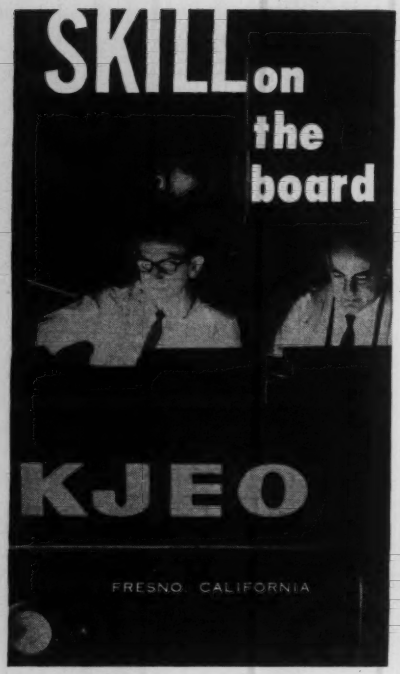
No other service has a lineup of salable features like this.

Stations like them because they get sponsors.

Sponsors like them because they get an audience.

UPI

United Press International



What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47
Fresno, California

OPEN MIKE ®

Successful surgery

EDITOR: I felt as if I had been dissected when I first saw the write-up you gave me [RESPECTS, Dec. 19, 1960], but I have had so many pleasant remarks about it from your readers that I am now moving around again without embarrassment . . .—*William E. Matthews, Vice President and Director of Media Relations and Planning, Young & Rubicam Inc., New York.*

Younger set

EDITOR: YOU CERTAINLY CAN GET THE NEWS FAST; ACTUALLY, SOME INFORMATION IN YOUR ARTICLE [CLOSED CIRCUIT, Jan. 9] EVEN I DIDN'T HAVE. CONGRATULATIONS! TWO ITEMS YOU MAY WISH TO CORRECT. FIRST, DISTRIBUTION OF STOCK AMONG BUYERS SEEMS INCORRECT; SECONDLY, I AM 58 AND MRS. MACK IS 56. I AM OLD ENOUGH, PLEASE DON'T MAKE IT ANY WORSE. ALSO PLEASE AIR MAIL NEW YEARBOOK TO ME. —GERRY MCDERMOTT, PRESIDENT, KBUR BURLINGTON AND KMCD FAIRFIELD, IOWA.

[BROADCASTING is happy to add five more years to Mr. McDermott's lifetime and four more to Mrs. McDermott's during which they'll receive consultancy fee as part of deal in their sale of two stations, refers him to attorney for sellers and buyers, who corroborates ownership figures used in the item.]

Terminological error

EDITOR: Your item [AT DEADLINE, Jan. 9] contained an error in terminology. The last sentence referred to a gift of magnetic tape as "$10,000 worth of vtr. . . ."

Actually, the term VTR is an abbreviation of Videotape Television Recorder and scarcely can be construed as an abbreviation of "tape."

You know, of course, who manufactures the Videotape Television Recorder.—*Ellis Walker, Public Information Director, Ampex Professional Products Co., Redwood City, Calif.*

[BROADCASTING also knows, when not overlooking typoes, that $10,000 worth of vtr would be roughly about a fourth of one machine.]

'No sale' sign's up

EDITOR: It was indicated [CLOSED CIRCUIT, Jan. 16] that the broadcast stations owned and operated by the Nafi Corp. were available for purchase since its recent change in administration. I would like to call to your attention the true facts of the matter. No Nafi television station is for sale. Those who have approached us with a purchase proposal have been so informed.

In fact, our situation has been strengthened to the point that serious consideration is being given to expanded activities in television.—*Alvin G. Flanagan, President, Nafi Broadcast Division.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
Sol Taishoff

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Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; ASSISTANT EDITOR: Jacqueline Eagle; STAFF WRITERS: Richard Erickson, Diane Halbert.

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U.S. Patent Office.
Copyright 1961: Broadcasting Publications Inc.

Station programmers looking for real home-hitting quality—BROKEN ARROW's now available locally for the first time, direct from its striking success on the network. Nationally, BROKEN ARROW hits bull's-eyes both on Tuesday nights at 9 pm and on Sunday afternoons at 4:30 pm, repeatedly lifting the ABC-TV network into a top challenging position in ratings and share. Adult viewers truly enjoy BROKEN ARROW—67% worth for smart program-renewing sponsors General Electric and Miles Labs! And all-family audiences yum-yummied their candy and cereals from sponsors Mars Inc. and Ralston Purina. Michael Ansara and John Lupton star in this 20th Century-Fox produced series. You'll star in your market when you're first with BROKEN ARROW—in any time period. Better wire collect now.

ITC

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N.Y. 22 • PLaza 5-2100

MONDAY MEMO

from W. P. WHITEHORN, marketing dir., American Sponge & Chamois Co.

How a sponge absorbed tv's marketing magic

To make a woman's face up—
there are formulas of every kind.
But no man yet has found the way
to make her make up her mind!

But we still try every day, in every way.

The American Sponge & Chamois Co. was founded in 1869. Unlike the natural ocean sponge, whose evolution through the ages has been slight, Amsco grew and changed with the same vigor characteristic of young America.

Today Amsco has a large, diversified family of related products geared to the contemporary way of life.

A policy of keeping pace with the present and planning for the future is reflected in the many new products introduced by Amsco in recent years. Still new and better products are now in the development and testing stages in our new products department.

Tv Trial ▪ Four years ago, American Sponge & Chamois tried something new for a 92-year-old company — tv. Its president, A. J. Sloss (now chairman of the board), faced a problem in connection with one of our newest products, Amsco sponge cloth. This thin cellulose sponge in "cloth" form—one of many products in the American Sponge lineup—had been launched in New York after three years of test marketing.

Sponge cloth was perfected in Sweden and was introduced to the American market by Amsco. A sponge cloth when wet is about ⅛ of an inch thick and about 70 inches square. It has a waffle-like texture and an amazing capacity for absorbing water. Several characteristics of this unique sponge cloth have endeared it to the homemaker. In addition to its capacity to absorb twice as much water as conventional dishcloths, sponge cloth does not lint, can be boiled to sterilize and does not retain odors or soil.

It didn't take long for Amsco sponge cloth to gain entree to all kinds of hardware, houseware and grocery stores and supermarkets in the New York area. It was an exciting new product in a well-designed package. In fact, almost every major supermarket chain in the metropolitan area bought it.

Then the sales bottom fell out. Buyers at the top level had liked the product, but it was failing at the point-of-sale. Why?

It was a classic problem—but the solution was new to a company that had never invested a nickel in tv. We had to stimulate the consumer demand that would bring Amsco sponge cloth package displays out from behind the five-ton detergent boxes and the checkout chewing gum racks to a place in the sun where the housewife would see and recognize it.

Recognize it—and start unloading the throttled chain of distribution.

Big Decision ▪ The problem was tossed to Jim Schatz, American Sponge's ad manager (now executive vice president). "Here's a brand new $70,000 Amsco sponge cloth advertising budget. Where shall we spend it?" He drew a deep breath and replied, "Put it all in tv and see if the housewives come alive."

Amsco immediately launched an impressive tv schedule in the New York area, buying time with such tv-selling personalities as Josie McCarthy, Richard Willis, Herb Sheldon, Tex and Jinx and others. Then we sat back and waited.

We didn't wait long. Response on all levels was enormous. Best of all, our salesmen had merely to mention, "We're on tv," and pens miraculously appeared in buyers' hands and orders were signed. Before long, Amsco sponge cloth was on the front shelves of supermarkets all over the New York metropolitan area.

But, like everyone else, we're never satisfied with doing something good—it always has to be better! So four months after the first live program commercial had been aired, we sat down to explore further tv-selling possibilities of filmed spots. Using minutes, 20-seconds and IDs, we started a full spot schedule in the fall of 1957 that brought even more Amsco sponge cloth orders rolling in. As sales increased, store buyers and managers became more cooperative. Display improved; spot tv had proved itself. And Jim Schatz could breathe easier.

Building ▪ The following spring, the Amsco sponge cloth ad budget was boosted, with better point-of-purchase displays created to take full advantage of the tv effort. Our salesmen were glad-handed in every buying office in town. The tv stations cooperated in establishing mass displays all over the marketing area, with special mailings sent to all levels of the retail trade.

By 1959, we were ready for more marketing expansion. The product had scored an amazing success in the New York area, and the marketing formula —using spot tv—had been proved out. First target was Pittsburgh. Results were tremendous, with Amsco scoring its first million-dollar sales increase period. By now, we were being guided by a new advertising agency, Daniel & Charles Inc., New York. Their tv and radio people suggested the use of video tape to hold down costs of continuing our New York and Pittsburgh spot program while opening up further cities —supported now by 800-line newspaper ads. Tests were made throughout Connecticut and upstate New York.

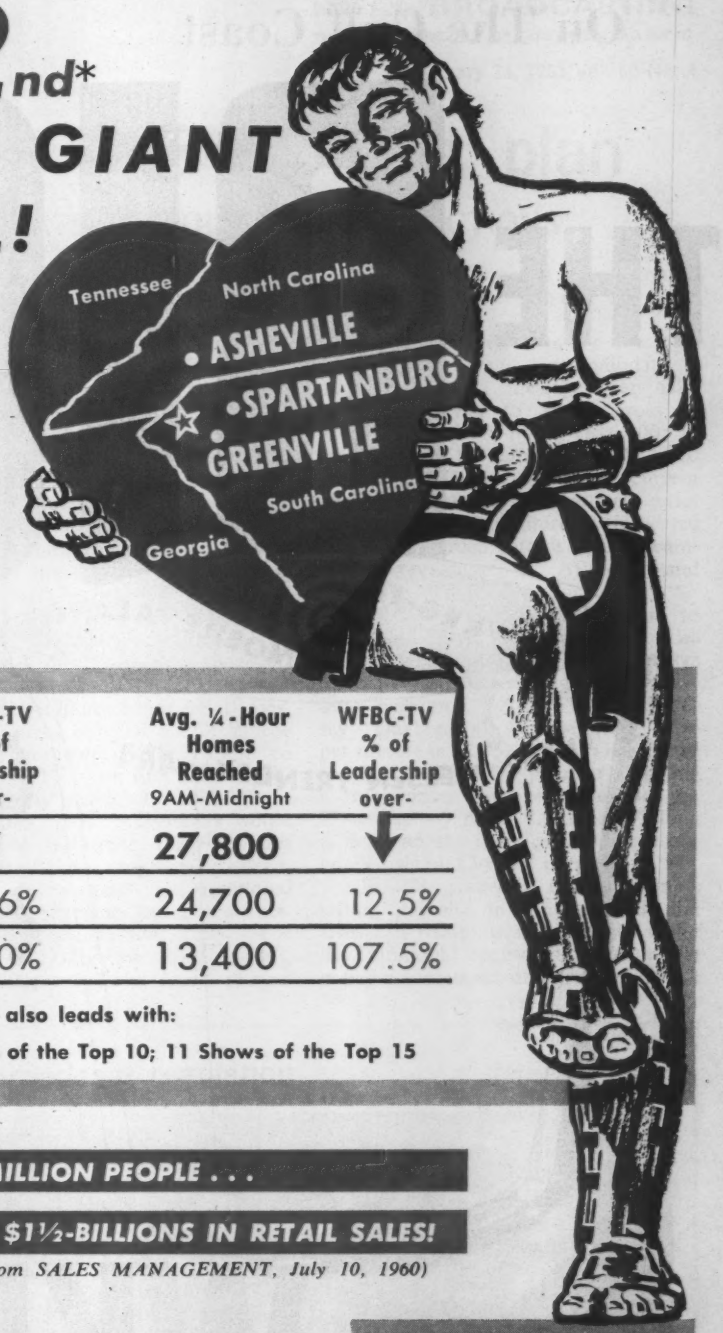
Status ▪ We've planned a spring tv spot program in 27 U.S. marketing areas, backed up by newspaper and magazine ads with all kinds of point-of-purchase display and tie-in material. We're currently using half a million mailing pieces to the trade to announce this program alone!

We still find remarkably useful this simple set of eight selling rules:

1. Select a sales target.
2. Build a selling program.
3. Invest in good advertising.
4. Sell your advertising program.
5. Be consistent.
6. Be patient.
7. Do what others fear to do.
8. Do it well.

Bill Whitehorn joined American Sponge & Chamois, Long Island City, N. Y., three years ago to preside over the substantial marketing success scored by its products on tv. He was formerly marketing vp for Sani Speed Manufacturing Co. (ball point pens), Cleveland; general sales manager of Cadie Chemical Products (polishing cloths), New York, and merchandising division account executive with Reuben H. Donnelley Corp., N. Y. He is a 1949 graduate of Pace College, N. Y.

THE 42nd* LOVES THAT GIANT BEST OF ALL!



*THE NOVEMBER 1960 A.R.B. shows that WFBC-TV leads in its 4-state market in nearly every important category. Ranked 42nd in the U.S. by TELEVISION MAGAZINE for Dec. 1960 "The Giant's Market" includes the metropolitan area of. . . .

Greenville-Spartanburg-Asheville

. . . the hub of a region which has America's greatest concentration of textile manufacturing, and has also the fabulous Smoky Mountains—Blue Ridge resort and tourist mecca for millions. Here are the figures from A.R.B., November 1960:

	Metro Share of Audience	WFBC-TV % of Leadership over-	Avg. ¼-Hour Homes Reached 9AM-Midnight	WFBC-TV % of Leadership over-
WFBC-TV	38.0	↓	27,800	↓
STATION "B"	31.0	22.6%	24,700	12.5%
STATION "C"	21.1	80.0%	13,400	107.5%

WFBC-TV also leads with:

4 Shows of the Top 5; 7 Shows of the Top 10; 11 Shows of the Top 15

THE GIANT'S MARKET HAS 2 MILLION PEOPLE . . .

$2-BILLIONS IN INCOMES . . . $1½-BILLIONS IN RETAIL SALES!

(Population, Incomes & Retail Sales data from SALES MANAGEMENT, July 10, 1960)

For complete details of the latest A.R.B., for information about "The Giant's Market," for rates and availabilities, contact the Station or our National Representatives.

sold by AVERY-KNODEL

$ $

NBC

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

On The Gulf Coast

THE BIG ONE

Takes the *Measure*

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 23, 1961 Vol. 60 No. 4

Tv reps bristle at CBS-TV spot plan

ANGER, DISMAY, HOPE FOR AFFILIATES REVOLT AMONG REACTIONS

CBS-TV appeared to have the hottest hornets' nest in all broadcasting on its hands last week as word of its rotating-minutes plan for selling late-morning programs spread among sellers of station time.

Station representatives mingled talk of Justice Dept. and FCC investigation with their old charges that networks once again were invading the spot field. Feelings of resentment and protest also were reported rising among CBS-TV affiliates, although they had not approached the decibel level of station representatives late in the week.

A revolt by CBS-TV affiliates was the obvious hope if not always the specifically stated wish of most leading reps who spoke up. CBS-TV authorities acknowledged that they had received some criticisms along with some queries from affiliates, but indicated the number had not been unusually significant.

Station reps were far more outspoken. One claimed that "this, on top of what ABC-TV and NBC-TV have been doing, is worse than the worst deals in radio in the old days."

The main criticisms of the representatives boiled down to these charges:

▪ CBS-TV has now joined and indeed has taken the lead from ABC-TV and NBC-TV in "raiding the spot sales field" by deciding to sell minutes instead of sponsorships in its late-morning block of programs.

▪ In addition CBS-TV has committed an even more universally damaging sin by pegging the prices of these minutes so low as to devalue the worth of all television time. Said one prominent rep official: "At these prices you can buy the whole CBS Television Network for approximately what it costs you to buy the first ten U.S. markets on a spot basis."

What Started It ▪ The plan that touched off the uproar, announced by CBS-TV 10 days ago and slated to become effective Feb. 13, calls for the sale of one-minute commercial messages at a gross price of $3,200 apiece ($2,800 in summer) in the 10 a.m. to 12 noon (EST) block of CBS-TV programs Monday through Friday (BROADCASTING, Jan. 16). Advertisers would be required to rotate their minutes among the various programs involved, currently being sold in traditional quarter-hour segments but not attracting many buyers on that basis. The programs are *December Bride* re-runs, *Video Village, I Love Lucy* re-runs and *Clear Horizon,* and they currently are running from one-half to nine-tenths sustaining.

The minute prices under the new plan, which would accommodate a maximum of six messages per half-hour, figure out to a top gross of $19,000 per half-hour ($16,800 in the summer) as compared to $52,000 gross per half-hour under the current plan. In announcing the new sales format CBS-TV authorities indicated they were forced into it by the competitive practices of ABC-TV and NBC-TV.

The CBS plan looks most akin to ABC-TV's "Operation Daybreak" sales system, which also permits advertisers to rotate messages among various daytime programs. ABC-TV authorities say "Daybreak's" average gross price per minute is $2,852 but that is reduced to $2,282 by ABC's practice of giving a free minute for every four bought. They also say most "Daybreak" selling is done on the basis of seven quarter-hours over a 13-week period.

NBC-TV contends it is not now selling daytime in minutes and that sales are rising so satisfactorily under the traditional sponsorship system that it has no intention of introducing such

The opening of new frontier in broadcast regulation

Present members of the FCC held a special meeting last week with the man President Kennedy has named to be their new chairman—Newton W. Minow (fifth from left). Briefing Mr. Minow on commission activities and problems are (l to r) Commissioners Charles H. King, Robert E. Lee, Rosel H. Hyde, Frederick W. Ford (present chairman), Robert T. Bartley, John S. Cross and T. A. M. Craven. Mr. Minow said he hopes to have until mid-March before taking office, replacing Commissioner King as a member. (Story on page 54).

REPS BRISTLE AT CBS SPOT PLAN continued

a plan. Under one name or another all three networks have for some time been selling minutes in certain nighttime shows.

Reaction ▪ Reps' reaction to the CBS plan embraced a wide range of criticism, including fear that if the plan to sell "spots" within programs is allowed to go unchallenged, the next network step might be to start selling commercials between programs—the highly cherished "adjacencies" upon which affiliates (and reps) depend so heavily.

In general the most charitable reaction was an occasional expression of resignation, or the attitude that "it's up to the stations to decide."

Here are the highlights of a spot check conducted by BROADCASTING:

Ed Shurick, executive vice president of Blair-Tv and a former CBS-TV man himself, indicated that CBS-TV stations will have to reach their own decisions, after weighing all considerations, as to whether they want to carry network service at "a great loss of potential revenue, which could influence the station's overall price structure." On the other hand, he said, stations could come to the conclusion that it might be more beneficial to invest in locally-produced tv programs with "the confidence they will be sold on a national spot basis." He added: "Perhaps the time has come for the Justice Dept. to give the networks the opportunity to work out their differences, particularly with respect to pricing."

Another major rep official said he had visited a CBS affiliated station last week and reported that the station manager was "very unhappy" about that network's latest selling plan.

Another leading rep who asked not to be identified said he had had a great deal of reaction from his stations and they are "damned upset." He continued:

"This sort of thing cuts the legs out of local revenue. When the leader indulges in it things are getting pretty bad and this plan is bound to be followed right down the line. God knows where it will end. They must have pushed the panic button at CBS. Sure their revenues are falling off, so they hope to reverse the trend and recoup by cutting their rates. It doesn't make sense."

Leapfrogging ▪ The networks have been playing leapfrog in their encroachment into spot and "it's a most unfortunate development" in the view of Frank E. Pellegrin, executive vice president of H-R Television. He said ABC started the game on the ground that "they had to do it for their economic livelihood—so bear with us, boys!" NBC followed suit, he continued, and didn't just match it but "went one better. CBS held off, saying it was contrary to the best interests of the industry. Now CBS finds itself pressured into it by competitive factors, so instead of matching it, CBS exceeds the others, playing leapfrog."

Another executive said: "It's an outrage and in contravention of the spirit if not the letter of the FCC regulation which told the networks to get out of spot. This works to the detriment of spot by taking spot and paying stations on the basis of network revenue—33⅓%. Any affiliate that accepts it is out of his mind. Stations are opposed—many of them violently. Many of them have got to be cozy because of competitive conditions and possibility of jeopardizing their affiliations. But some of them are positively apoplectic. They go right through the skylight."

Fred Brokaw, executive vice president, Paul H. Raymer Co., described the CBS-TV move as "a further extension of the network spot-carrier practice of selling that has been going on in television for more than two years." Mr. Brokaw added "Naturally enough, I'm 1,000% against it. It's not good business for us, and it isn't good business for stations. On this type of transaction, a station gets maybe 20% to 30% of what an advertiser invests. On a regular spot buy, through a national representative, the station will receive three to four times as much. Certainly, this is not going to help the station's financial position."

'Blow the Whistle' ▪ The official of another leading representative firm, who declined to be identified, was even more critical. He said stations should "blow the whistle" on what he called "these incursions into the spot business." He acknowledged that he did not know whether there could be any

Tape production sharply cut by CBS-TV

SERVICE RESTRICTED TO NETWORK CLIENTS IN MOVE TO TRIM COSTS

More than $5 million worth of television commercial and program tape production work—the biggest single chunk in the business—went up for grabs last week.

This surprising windfall developed when CBS-TV unexpectedly abandoned its No. 1 position in tape production by dropping, for all practical purposes, most of its taping activities for non-CBS-TV network clients.

The move, which mystified as well as shocked most tape experts, was seen in some quarters as part of a broader overall cost-consciousness dictated by CBS corporate leaders sensitive to a situation in which overall profits have declined despite rising sales. For the first nine months of 1959, CBS Inc. total sales rose $18 million but net income dropped by more than $2 million (BROADCASTING, Nov. 14, 1960), and the full-year report scheduled to be issued in February, is not expected to reverse that trend.

CBS-TV's tape work, which is handled by CBS Television Production Sales, was reported authoritatively to have yielded close to $1.5 million profit in 1960 on gross business which was pegged unofficially at about $5 million and which had been expected to go to $8 million or so in 1961.

Credit Bookkeeping ▪ Though some detractors speculated that the $1.5 million profit figure could have resulted to some extent from "bookkeeping techniques"—for example, not charging Production Sales for items such as rental of facilities and wages of technical crews, engaged from CBS-TV—this theory was denied by other network sources. "Production Sales is billed for charges like everybody else," a source said. "And it always has paid its way."

The net result of CBS-TV's decision is that Production Sales will cease to operate as a separate unit. Business on its books still to be completed—consisting of tape commercials, tv programs and special-interest taped telecasts for outside organizations—will be turned over for production by the network's live operations department.

CBS-TV issued no statement on its action. But a spokesman said that as part of a move to reduce overhead, three facilities—studios 62, 63, 64 (used in part by Production Sales)—are being closed, and the functions and personnel of the tape unit will be transferred to live operations. He claimed that the maintenance of these facilities was no longer warranted.

It was acknowledged that only "some

legal basis for a protest to the FCC but felt that such action might persuade the networks to "go more slowly" in the spot-carrier direction.

Young Television Corp., according to James O'Grady, executive vice president, views the CBS-TV spot plan as another "encroachment in the realm of a station's profit margin." He pointed out that the rotation plan also creates an additional workload on the stations, because they will have to rotate local spots to maintain product protection. He did not expect the affiliates to approach the network directly, but thought they might appeal to their state or regional affiliate boards—which he thought are not apt to take any action.

Tom White, vice president for tv, Avery-Knodel, felt stations have resigned themselves to participation plans since they have been forewarned by all networks' use of similar approaches in nighttime periods. The CBS plan, in his view, is a "disservice to the station," which will get less money than they would receive for regular spot sales. He acknowledged, however, that he "can't tell a man how to sell his product—I'm not going to tell CBS that they're wrong." He also reasoned that if an affiliate "feels that it is in its best interest to accept this plan, that's its prerogative."

"If all networks do this, it will make networks 'spot-casting' companies," according to Lloyd George Venard, president of Venard, Rintoul & McConnell. The added competition makes it tough for spot, and may affect certain accounts, he thinks, but he felt that not enough accounts are truly national for it to affect all spot directly. He explained that network "spot-casting" does not allow for concentrated drives in certain cities or states. Networks are going to find that facilities in two-station markets will not be available for "spot-casting," Mr. Venard predicted.

Scott Donahue, vice president in charge of tv sales for The Katz Agency, offered this observation in behalf of the sales firm and the stations it represents:

"This further network invasion of the spot field has very serious implications for the future of national spot revenues. It now seems apparent that all three tv networks have dedicated themselves to a course of commercial action that places them increasingly in direct competition with their affiliates. It would be a mistake to expect that national spot volume could long be maintained at present levels in the face of continued expansion of this network practice. Station management should consider carefully the ultimate effect of these network developments upon the individual station rate structure."

Swift Kick ▪ G. Richard Swift, president of the tv division of Bolling Co., attacked the CBS plan without equivocation. "CBS' 64% rate cut in the 10-12 a.m. segment and its participation plan reach right into the affiliates' pockets for spot dollars," he asserted. "It tortures the basic concept of all successful broadcasting: namely, improve the product until you can get your price, rather than keep cutting the rate until you sell the beast."

Mr. Swift said he had had immediate reactions from his stations, some of which he quoted as calling the plan "an abomination," "incredibly vicious" and "when they'll sell the whole network for less than one prime announcement in New York, it's unbelievable."

Jack Mohler, eastern sales manager, Television Adv. Representatives Inc., said, "We're certainly not enthusiastic, and I'm sure we're in complete agreement with other reps . . . We can't be in favor of this development." He said reps cannot do anything to stop this trend at networks but that stations can do something about it through their affiliate associations.

One station rep said he was "astonished" that apparently neither the CBS stations nor the CBS-TV Affiliates Advisory Board was consulted by the network before it took its "unilateral" action. Though he felt there were "no doubt economic reasons" for CBS-TV's move, he thought it would have been "gracious and thoughtful" if the network had kept affiliates apprised.

George Castleman, vp and director of sales development, Peters, Griffin, Woodward, thought it a little early for an official analysis, but said, "We are opposed to the plan, as I'm sure all reps are." He said that "several of our stations have indicated their disapproval, and they intend to discuss the whole matter with CBS at the earliest opportunity."

personnel" out of the 20-odd producer-directors, writers, salesmen and promotion employes and a dozen secretaries and clerks would be retained, but these sources could not specify the number. They admitted that outside clients would be accommodated only at times when network facilities and personnel were not committed to CBS-TV, but indicated that the network would not make a strong effort—as Production Sales had done—for outside work.

Pruning Denied ▪ CBS-TV officials would not confirm reports that it had adopted a long-range plan of overhead-pruning, except for a general tightening up over the past few years, but one executive pointed out the network recently divulged plans to spend at least $10 million to build a centralized production center in Manhattan (BROADCASTING, Jan. 9). This project is aimed at erecting nine studios only at the outset, and would relieve the network of a total of 14 lease arrangements, some of which are said to be burdensome. It is believed that as leases expire, as is happening with studios 63 and 64 (used in the past by CBS Television Production Sales), the network will not renew all of them.

Another vital cost factor tied in with the studios is the maintenance of technical crews. As studios are eliminated, the need for crews to man them is lessened. CBS currently is negotiating for a new contract with the International Brotherhood of Electrical Workers and is expected to press for a reduction in the number of staff technicians in view of its facilities-elimination move. Its projected cutback, at the least, places the network in a strong bargaining position.

According to well-placed sources, CBS brass, discomfited by its financial picture, ordered an extensive survey into the cost factor late last fall and came to the conclusion that the road to greater profits lay through either (a) increased investment and expansion of facilities and associated personnel or (b) a curtailment of its facilities and associated personnel. After considerable thought, network authorities reportedly concluded that "overhead can kill you" and decided on "operation cutback."

Agencies Surprised ▪ The first casualty of the blueprint was CBS Television Production Sales. The move was greeted with consternation by advertising agency executives and by officials of competing tape companies. The network itself made no announcement, and for the most part authorities replied to inquiries about it in discreet and often vague terms. The tape unit was regarded by agencies and even by envious competitors as the "number one" organization of its kind, with agencies, particularly, characterizing it as "a high quality shop." In terms of sales, even competitors grudgingly admitted it was "on top," with sales from its New York and Hollywood operation grossing more than $5 million and earning net revenues of about $1.5 million.

The network apparently felt that the move, if announced directly and with no amplification, would have the effect of a bombshell. One spokesman who answered questions would not acknowledge that outside clients would not be served in the future. He conceded that CBS Television Production Sales no longer would operate as a separate en-

tity but said its functions and personnel would be transferred to CBS-TV's live operations department. He said the reason for this "reorganization" was to reduce overhead. He reported that the network has decided to close studios 62, 63, and 64 because the maintenance of these facilities was no longer warranted.

Under questioning, he acknowledged that only "some personnel" out of the 20-odd producer-directors, salesmen and promotion employes would be retained, but could not specify the number. He also acknowledged that outside clients could be accommodated only if network facilities and personnel were free of CBS-TV network commitments and indicated that the network would not make a strong bid for outside business.

Two Years Old ▪ The unit was formed almost two years ago. Thomas Judge has been its director for about a year and a half. Mr. Judge himself declined to comment on the network's action, referring inquirors to CBS-TV's press information department. Efforts to discuss the situation with other members of the unit proved equally fruitless, although some said they were "disappointed" and "bewildered" by the network's action.

CBS-TV also was attempting to find positions for about a dozen secretarial and clerical employes in New York and Hollywood that were attached to Production Sales.

Agency executives and other tape producers believed there were several factors (outside of the cost-cutting motive) that contributed to the decision to abandon CBS Television Production sales and they were strong in the belief that the network would discourage outside business in the future. They cited these other factors:

▪ There was a constant tug-of-war between CBS Television Production Sales and the network's program department over the use of studios and technical crews. For example, the program department would ask for a studio and find out that Production Sales was doing a hurry-up job for a client. Again, a particular network client (or a spot client) specifically asked for a certain technical crew and learned it was otherwise engaged. These incidents, which cropped up fairly frequently, reportedly created a tense atmosphere and a feeling of ill-will between network programming and production sales personnel.

▪ The possibility was raised that CBS-TV might fear an investigation by the government on antitrust questions if it continued in "free lance" tape work. The Film Producers Assn. of New York, which represents film commercial makers, asked the Small Business Committee of the House about two years ago to explore the possibility that there might be some infringement of the antitrust laws when a network produces commercials for spot advertisers. FPA's point was that networks active in many areas of telecasting, could conceivably give network customers a price concession on spot business and thus restrict competition. As far as is known, FPA has not pursued the subject, because its member producers, enthusiastic about tape at that time, have dropped plans for becoming active in video-tape.

▪ There was evidence compiled by the network that, despite production sales-network program department's occasional skirmishes over the use of facilities, there were occasions when the three studios in question were not utilized at all. On an overall cost basis, the network questioned whether the overhead expenses justified the retention of even a profitable operation under the circumstances.

In happier days CBS Production Sales taped commercials for most leading television advertisers and their advertising agencies. Here, a Hanes Hosiery commercial is taped in CBS Studio 72.

CBS Television Production Sales, in addition to making taped commercials for advertisers, was active in producing taped programs for use on other networks and stations and in producing tape and television recordings for U. S. government agencies and business-medical-religious organizations.

Among the taped programs produced there have been the *Dow Hour of Great Mysteries* (NBC-TV); *The Play of the Week* and *The Concert of the Week* (both National Telefilm Assoc.); *American Heritage* (NBC-TV) and Phil Silvers special programs and the Leonard Bernstein-Philharmonic series on CBS-TV, which were ordered, not by the network, but the outside producing organizations. It was said the unit produced "very little" for CBS-TV itself.

Of its estimated $5 million in sales in 1960, approximately $2 million were for taped commercials and the remainder for tv programs and special interest (government-scientific-religious) programs. A survey by Videotape Productions of New York some time ago indicated that gross sales in the video-tape commercial field throughout the country in 1960 were "just under" $10 million.

Competitors in New York last week were justifiably delighted that a formidable competitor had erased itself. Leading companies in the field there are NTA Telestudios, Videotape Productions of New York and National Video Tape Productions Inc. A host of smaller companies also are active in the field and Reeves Soundcraft Corp. recently revealed plans to launch an ambitious video-tape operation.

Rep appointments...

▪ WKAB Mobile, Ala., and WNVY Pensacola, Fla. (Gulf Network stations): Venard, Rintoul & McConnell, N. Y.

▪ WFMB-FM Nashville, Tenn.; WKTL Sheboygan, Wis.: Walker-Rewalt Co., N. Y.

▪ KDB-AM-FM Santa Barbara, Calif.: Sandeberg/Gates Inc.

▪ WHAV Haverhill, Mass.; Foster & Creed Inc., Boston, as New England representative.

HIGH!

WHIO

Ohio's tallest TV (1104 ft.) and FM Antenna at (1000 ft.), plus new hi-power FM, boosted to 35 KW., November, 1960.

WIDE!

New maximum power TV thrust reaches out to cover almost 3 million people in the Dayton area (Ohio's 3rd market). New hi-power FM blankets a 22,000 sq. mile area.

and WHOLESOME!

Sensible programming variety — from good music, news and sports to thoughtful public service, local interest, and then some.

Check with George P. Hollingbery for data on WHIO-TV and WHIO-FM, Dayton's High, Wide and Wholesome power and programming pair.

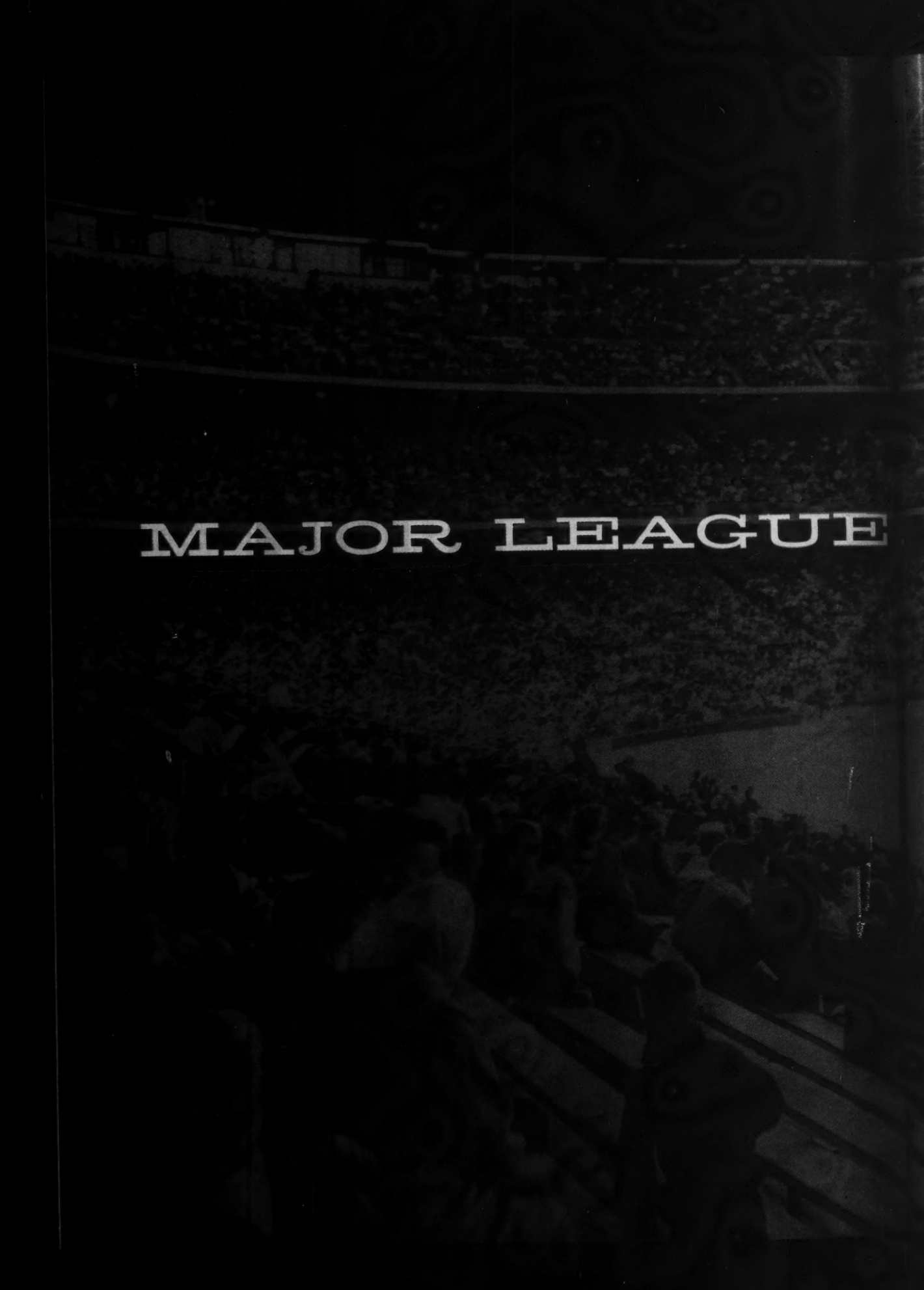
WHIO
AM—1290 KC
FM—99.1 MC

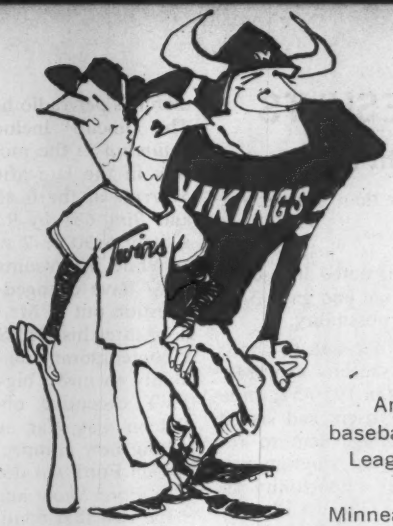
WHIO-TV
CBS
Channel 7

Dayton Ohio

SEAL OF GOOD PRACTICE

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina


MAJOR LEAGUE



American League baseball and National League Pro Football have come to Minneapolis, St. Paul.

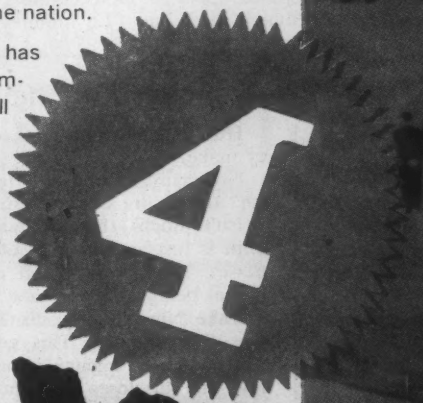
Yes, the Twin Cities are major league. This spring the MINNESOTA TWINS baseball team will be very much in the race for the pennant while later in the fall the MINNESOTA VIKINGS will battle the best the NFL has to offer.

• • • •

Now more than ever, the Twin Cities are a MAJOR market . . . in population, 1,410,200; in income, $2,878,895,000; in community enterprise.

The Twin Cities are major league because we THINK major league. It is this thinking that built beautiful Metropolitan Stadium, the home of both clubs. It is this thinking that started one of the biggest building and city redevelopment programs in the nation.

It is this type of thinking that has made WCCO Television the dominant station in this area. Call Peters, Griffin and Woodward to find out why WCCO Television is the DIFFERENCE BETWEEN GOOD AND GREAT in the Minneapolis, St. Paul, MAJOR LEAGUE market.



ONLY

FORD'S TV OBJECTIVES AND RESULTS

RTES told about how plans four years ago brought results

The Ford Div. of Ford Motor Co. had a good year on the networks four seasons ago.

A rundown on 1957-58 broadcast strategy was offered members of the Radio & Television Executives Society in New York last week by a programming vice president of Ford's agency, Robert E. Buchanan of J. Walter Thompson. In retrospect it looked impressive. At the same time it served to dramatize the changes tv can make in the planning of a giant advertising firm over only a few years.

Mr. Buchanan brought out the media plans four years later just as submitted in Dearborn, Mich., to Ford people in February 1957 and approved the following April. Then he entered actual audience scores on the ledger for comparison with goals. Virtual balance of the columns doubtless helped agency and client decide to open the historic record, billed by RTES as a first-time disclosure of a JWT presentation as made to a client.

The presentation, summary of an 80-page, 43-exhibit original reduced to luncheon-speech proportions, was offered as proof that "sponsors can make things happen in broadcasting."

With a four-show television lineup for 1957-58 (*The* [*Tennessee Ernie*] *Ford Show* on NBC-TV; *Richard Powell-Zane Grey Theatre,* NBC; *Suspicion,* NBC, and special *Desi-Lucy* hours on CBS), the Ford Div. set out to communicate an image of youthfulness, prestige and fun to its product. All shows were on within the 8-11 p.m. peak viewing periods. Coverage had to be 95% per program. Audiences were picked to supplement each other covering a wide national spread in income, age and size of family (Tennessee Ernie, older, rural; *Zane Grey,* younger; *Suspicion,* metropolitan, high-income; *Desi-Lucy,* mass circulation). Mr. Buchanan filled in other considerations show by show, star salesmanship, contrasting formats, strategic network positioning for subsequent seasons, etc.

Statistically, these are some of the things Ford aimed for and what it achieved:

Objective		Result
Commercial time:		
9 minutes per week, reaching		12
85% of tv homes in a four-week period, delivering		83
10 commercial minutes per average home reached		9
Share of audiences:		
40% per program	Ford show	45.1
	Zane Grey:	43.4
	*Desi-Lucy:	57.2
	*Suspicion:	35.9

*Both short-term schedules

Cost efficiency: Better than average for all evening shows. $3.53 cpm

Today a 40 share is "just beyond reach," Mr. Buchanan noted in assessing the '57-'58 campaign and gave 37.5 as a more up-to-date possibility.

Backgrounding the decision to shoot for a 40 share four seasons ago, Mr. Buchanan showed that in 1956-57, three of the four leading tv users had six or more programs, enabling them to replace weaker ones, edging program risk and providing greater opportunity to achieve a good share. General Electric (with four programs) scored 43, Procter & Gamble (nine) 41.9, R. J. Reynolds (six) 40.2 and General Foods (seven) 39. In the automotive field: Chrysler Corp. (six) 34, General Motors (four) 33 and Ford Div. (three) 38.5. During November-December 1956, the program executive said, 43 of 131 evening programs had shares of 40 or better, 88 fell below that mark and the average was 33.7.

Radio's Role ▪ With CBS Radio added to the national broadcast picture, the Ford Div. was on the air every day of the week four seasons ago. Setting out to make a "new use" of radio, Ford got help from CBS in lining up choice segments of "station option" time for star features throughout the day. It added up to 51 radio commercial minutes a week and 17.8 minutes of commercials per radio home or car reached. The lineup included *World News Roundup* in the morning, *Arthur Godfrey* in the late afternoon, *Edward R. Murrow* at the 6:45 p.m. quarter-hour and *Bing Crosby-Rosemary Clooney* in a daily 6:30 or 7 p.m. half-hour.

While intervening seasons since fall 1957 have changed the tv picture, one question put to Mr. Buchanan from the floor after his RTES presentation added a contemporary note. Asked about tv's ability to move big-ticket products, the JWT executive observed that Ford's Falcon was "far and away" the best-selling new compact last year. By last season Ford was down to two tv shows, *The Ford Show* and *Wagon Train,* the same two that continue to carry the divisional banner this year. For the Falcon record last year, Mr. Buchanan gives much of the credit to creative use of tv and the "Peanuts" cartoon characters both in tv commercials and print advertising.

One of the client's proudest program achievements has been *The Ford Show,* which the JWT programmer offered to illustrate how an unknown evening quantity from the daytime period occupied by Tennessee Ernie in the 1956-57 season, became with some daring and experimentation, an asset—the most successful new show of [that] season," successfully bucked *Playhouse 90* on CBS, offered a favorable cost-per-thousand because of contractual terms, gave Ford a live commercial showcase with a "tremendous personal salesman," provided ideal sponsor identification

Agencies don't have much left after taxes, etc.

How much "profit" does an agency make?

Not many agencies will tell you. It isn't the nature of the business. But it isn't much: the net income column is just as skinny as other businesses, taxes, wages and other expenses being what they are today.

Take Needham, Louis & Brorby Inc. for example. This good-sized, Chicago-based agency is one of the few that discloses its annual financial situation. Board Chairman Maurice H. Needham and President Paul C. Harper Jr. last week told the agency's 149 stockholding employees (41% of the personnel are share owners) that billings in 1960 were $45,576,626, an increase of $7,146,582 or 18% over 1959. Commissions and fees totaled $6,617,692. Net income amounted to $382,533 or 84/100ths of 1% of billings (or 5.78% of commissions and fees).

Total billings were the highest in the agency's 36 year history and have increased 400% in the past decade. NL&B's combined radio-tv billing was $26.2 million in 1960, with $22.6 million in tv and the other $3.6 million in radio (BROADCASTING, Nov. 21, 1960).

How did 1960 compare with the two previous years? Total 1959 billing: $38.4 million; commissions and fees, $5.62 million; net income, $248,538 (0.65% of billing, 4.42% of commissions and fees). Total 1958 billing: $37.8 million; commissions and fees, $5.67 million; net income, $203,403, (0.54% of billing, 3.58% of commissions and fees). Net worth in 1960: $1.79 million; 1959-58, $1.6 million.

Where did NL&B's gross income dollar (commissions and fees) get spent last year? Of each dollar: salaries, 55.3 cents; profit sharing, 6 cents; dividends, 1.3 cents; earnings retained, 4.5 cents; rent, 7.6 cents; office expense, 2 cents; all other, 17.8 cents.

NL&B's total billing in first year, 1925: $300,000.

BURT LANCASTER
VIRGINIA MAYO

A NORMA-F.R. PRODUCTION

THE FLAME AND THE ARROW

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

and made a hit with company and dealers.

Although Mr. Buchanan didn't bring it up last week, Ernie Ford has been reported—although unofficially—to be retiring. That will leave the Ford Div. with *Wagon Train* as its only obvious leasehold in regular network tv, presaging probable new broadcast moves by JWT and the client at Dearborn.

Tv commercials fete set May 4 in New York

The second American tv commercials festival will be held May 4 at an all-day screening and award program at New York's Hotel Roosevelt, Wallace A. Ross, festival director and initiator, announced. Deadline for entries is March 1. Film or video tape commercials shown between March 31 last year and March 1, 1961, here and in Canada are eligible.

More than 5,000 advertisers, agencies, producers and tv stations last week received announcement brochures containing details on the competition of 30 "best of product category" awards and 10 or more "craftsmanship and advertising achievement" citations. Last year's roster of 25 "commercials classics" of all-time standouts will be augmented by 25 more. Entries totaled 1,327 last year.

A statement encouraging participation was issued by John P. Cunningham, chairman of Cunningham & Walsh, New York, and chairman of the "tv commercials council," jury of the American festival, who said that as vice chairman of the Advertising Federation of America he is aware that screenings of last year's prizewinning reels by industry groups are serving to showcase talent and taste and improve tv advertising. Serving with Mr. Cunningham on the agency and advertiser advisory boards: Barton A. Cummings, president, Compton Adv.; Bryan Houston, president, Fletcher Richards, Calkins & Holden; Charles Feldman, senior vice president and creative director, Young & Rubicam; Margot Sherman, vice president and creative plans chairman, McCann-Erickson; J. E. Burke, vice president and merchandising director, Johnson & Johnson; Richard E. Dube, manager of broadcast production, Lever Bros.; James S. Fish, advertising vice president, General Mills; E. P. Genock, television manager, Eastman Kodak; M. M. Masterpool, advertising manager, GE Housewares Div.

Jack W. Minor, marketing director, Plymouth-Valiant Div. of Chrysler Corp.; Ralph P. Olmstead, advertising vice president, Kellogg Co.; Julius Rudominer, vice president for sales and advertising, Rayco Corp.; Harry F. Schroeter, general advertising director, National Biscuit Co.; Douglas L. Smith, advertising and merchandising director, S. C. Johnson & Son; Alfred Whittaker, advertising director, Bristol-Myers; Robert W. Young Jr., vice president and director of marketing, household products, Colgate-Palmolive Co.

There are some 60 more agency, station and publication representatives on an executive board of judges, which with the other two groups makes up the entire council for judging the tv commercials.

Eldon, the great toy inventor

In its first use of television, Eldon Industries Inc., Hawthorne, Calif., is advertising a new toy, called "Jumping Jack," with an approach that is humorous and relaxed, in contrast with the hard sell of much of the toy industry's tv advertising. The introductory campaign was scheduled to begin Jan. 15 and will run through Feb. 19 over KRCA-TV and KTLA (TV), both Los Angeles.

The one-minute filmed commercial features an overgrown boy-inventor, named Eldon, and his hag-type mother. The setting for the commercial is a misshapen house deep in a sinister forest. The commercial opens with Mother calling down to the basement to Eldon, who replies he has just completed his latest invention—a Jumping Jack. He demonstrates it for her and the dialogue establishes that the toy is "strong," "goes for four minutes" and can be set to rotate "fast or slow." The scene ends with Eldon and his mother jumping like the toy and Mother exclaiming with maternal pride: "Made by Eldon!"

The commercial was created by Eldon Industries' agency, Guild, Bascom & Bonfigli, San Francisco, with Richard K. Arnold writing the copy and David Fulmer acting as producer. It was filmed at MPO Productions Inc., New York.

Ad budget set for new Johnson & Johnson push

Johnson & Johnson, New Brunswick, N. J., is allocating an estimated $5 million in television, newspaper and magazine advertising, starting in late January, to promote Micrin, its new oral antiseptic. The campaign is said to be "the biggest in J&J history."

This is the mouthwash product that Johnson & Johnson kept under wraps (and under lock and key) for some time in a program of maximum security (BROADCASTING, June 13, 1960; CLOSED CIRCUIT, April 18, 1960). It was test marketed on tv in Columbus, Ohio, Portland, Ore., and Eureka-Redding and Sacramento, all California, for nearly a year, and is intended as a competitor of Listerine.

Through Young & Rubicam, New York, the introductory advertising program will include commercials on ABC-TV daytime and ABC-TV and NBC-TV nighttime shows. The nighttime schedule will be on NBC-TV's *Laramie* and ABC-TV's *Donna Reed Show* and *Surfside 6*. The daytime business will be ABC-TV's "Operation Daybreak," in which a Micrin spot announcement will be used at least once each weekday.

Source: Nov. Arbitron

Good reason to cheer!

Today, in seven-station New York, Channel 2 reaches 53% more audience than the second station. This gigantic margin of leadership, better than twice that of a year ago, is an all-time Arbitron high! **WCBS-TV**

CBS Owned • Represented by CBS Television Spot Sales

Florida's most interesting curves...

. . . are on reports of booming business in the thriving Northeast Florida-South Georgia region.

Only WJXT in Jacksonville puts television advertisers in the swim of things in the *entire* market!

With 65 vs. 39 county coverage in all rating reports, WJXT *consistently* delivers more homes, more people, more opportunities to dominate a prime market!

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*

THERE'S NO MYSTERY ABOUT WHO'S NO. 1* IN NASHVILLE...

WSIX·TV8

...located in the NATION'S 47th TV MARKET**

*BOTH NIELSEN & ARB REPORT

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8,000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**TELEVISION MAGAZINE DEC. 1960

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

VIDEOTAPE NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio

Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

Business briefly...

Top Value Enterprises Inc., Top Value Stamps, Dayton Ohio, will sponsor *Highlights of the 1961 Circus,* with Arthur Godfrey as ringmaster, on CBS-TV April 20 (Thurs. 7:30-8:30 p.m. EST). The Advertiser also sponsored last year's program of highlights from the Ringling Bros. Barnum & Bailey Circus, which will again be video taped in the Greensboro, N. C., Coliseum. Agency: Campbell-Mithun, St. Paul, Minn.

Whirlpool Corp., St. Joseph, Mich., will sponsor NBC-TV's coverage in color of the Grande Parade of the St. Paul Winter Carnival (Sat. 3:30-4:30 p.m., EST). NBC commentator Roy Neal will emcee the program which Ed Pierce will produce. Agency: Kenyon & Eckhardt, N. Y.

Wynn Oil Co., Azusa, Calif., has purchased half sponsorship of college basketball's National Invitation Tournament. NBC-TV will cover two contests, an early-round game on Saturday (March 18) and the championship battle one week later. Tv time for both games, originating from New York's Madison Square Garden, will be 4 p.m., EST. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

Parker Pen Co., Janesville, Wis., and **Vick Chemical Co.,** N. Y., purchased

Dealers subject of new Westinghouse campaign

To re-inspire public faith in the appliance retailer, Westinghouse Electric Corp. is producing 12 network tv commercials which, together with related advertising, will cost almost $1 million. This is believed to represent the first expenditure of such magnitude by a manufacturer aimed at promoting and publicizing dealers, rather than advertising goods and services. The campaign is being built around a "partnership pledge" made to the public by Westinghouse and its dealers. The pledge assures the consumer of the intention to offer not only quality products and dependable service, but also fairness and honesty in all business relations.

The commercials, the first of which will be presented on the Feb. 3, *Westinghouse Playhouse-Nanette Fabray Show* (NBC-TV, Friday, 8:30-9:00 p.m., EST), will feature actual Westinghouse dealers speaking and doing business from their own stores.

Westinghouse has undertaken the campaign to defend the applicance industry against critical attacks of recent years.

Jack Rook Jr. (left), a Westinghouse dealer in Boulder, Colo., and his father Jack Rook Sr. (right), show typical customer Mrs. Helen Perry and her three children, some of Westinghouse's latest appliances. The scene is being filmed for presentation on "Westinghouse Playhouse-Nanette Fabray Show." Completed film will be one of 21 network tv commercials Westinghouse will use to help restore consumer confidence in the appliance dealer.

SOUNDSMANSHIP

DEFINITION: Today's radio business. The business of creating that different, can't-be-copied sound-image for your radio station. The sound-image that produces peak sales.
SOUNDSMANSHIP = RADIO SALESMANSHIP

How do you get SOUNDSMANSHIP?

EASY. Call your Ullman-Man. He'll tell you the facts about

THE BIG SOUND

the program and production service that digs more dollar$ for you

IMN JINGLES and TARGET JINGLES
the station jingles with the most ear appeal for every format

SPOTMASTER tape cartridge equipment
the complete hi-fi, low-cost recorder-playback unit

to put **SOUNDSMANSHIP** to work for you now,
call your Ullman-Man

RICHARD H ULLMAN, INC.

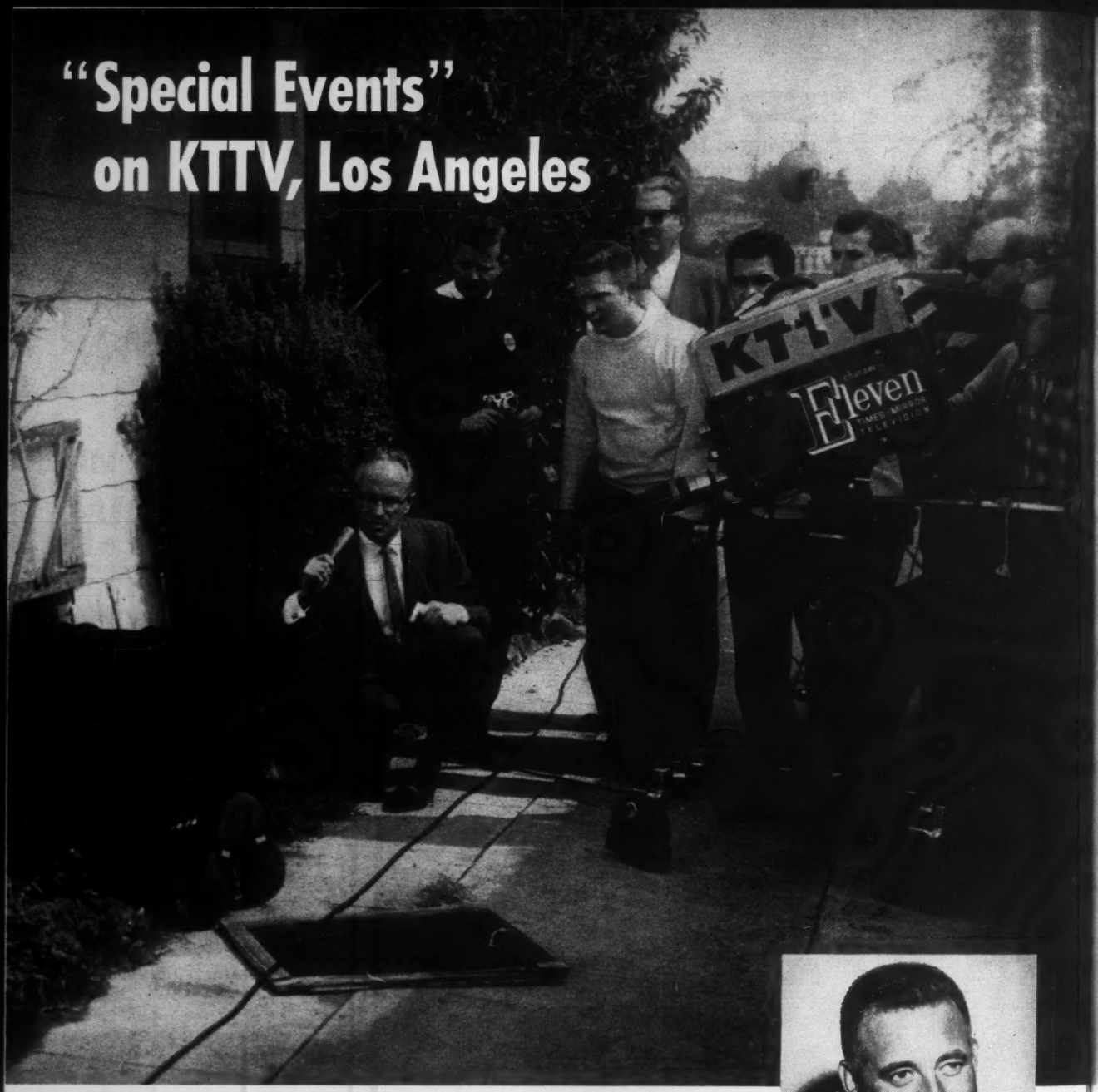
1271 Avenue of the Americas, New York 20, N.Y. PLaza 7-2197

THE BIG SOUND is produced by Stars International, Inc. and sold exclusively in the U.S.A. by Richard H. Ullman, Inc., both Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood, Calif. New York, N.Y.

"Special Events" on KTTV, Los Angeles



GUNMAN'S LAST STAND — Bill Welsh describes the action as KTTV camera focuses on Los Angeles patrolman in house-to-house chase after bank-robber.

"In our role as a source of information, entertainment and inspiration, we in television must think first about the needs of our own community. In presenting the finest entertainment programs, KTTV pays close attention to the tastes and convenience of all Southern California. In covering news and special events, KTTV has taken its cameras out among the people nearly 5,000 times—believing that television is most virile and valuable when reporting community events first-hand."

ROBERT BRECKNER
Vice President & General Manager
Station KTTV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Giving the community action at first-hand

"To cover an event of community importance, the best way is to put the entire community in an eye-witness position. In brief, let people see History as it is happening."

All its life, KTTV has believed and acted upon this policy. No wonder a cross-section of Southern California, polled recently by Facts Consolidated, quickly named KTTV as Number One news and special events station.

Through the eyes of KTTV cameras, millions of Californians have watched officers pursue and capture gunmen . . .

. . . have so much enjoyed the Rose Parade that KTTV's audience is almost as large as that of all other Rose Parade stations combined . . .

. . . have cheered and cursed their beloved Dodgers . . . followed fire-fighters through forest hells . . . experienced the tranquil joy of Easter Sunrise services at Hollywood Bowl.

In consequence, throughout Southern California, the word is: *If it's going on, it's on KTTV.*

To Blair-TV, creative community-interest programming by great stations like KTTV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

weekly co-sponsorship of *The Ida Lupino Show* on the five-station Central American Television Network (in which ABC International has an interest), beginning in March.

Cartier Inc., jewelers and silversmiths, N. Y., in its first radio campaign, purchased participation on the *Casper Citron* interview program on WRFM (FM) New York (Mon.-Fri. 11 p.m.-midnight). Agency: Albert Frank-Guenther Law, N. Y.

Outboard Marine International, Evinrude, Johnson and Gale outboard motors, Waukegan, Ill., sponsored global broadcasts of the 51st Motor Boat Show from New York's Coliseum over WRUL New York, key station of the Worldwide division of Metropolitan Broadcasting Corp. A half-hour Spanish program also was beamed throughout Latin America on Jan. 18 and a half-hour English broadcast for audiences in Europe and Africa was aired Jan. 19. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

Falstaff Brewing Corp., St. Louis, through Dancer - Fitzgerald - Sample, N. Y. will sponsor play-by-play broadcasts of the Los Angeles Angels' baseball games for 1961 on a special sports radio network with KMPC Los Angeles as key station.

Bymart-Tintair Inc., N.Y., creme color shampoo, home hair-coloring and creme hair-lightener, started a heavy year-long network and spot tv campaign Jan. 16 with an ad budget much larger than last year and emphasis this year on tv instead of print. Included are a 52-week participation in several daytime shows on ABC-TV and saturation spot campaigns in all major markets. Agency: Kastor Hilton Chesley Clifford & Atherton, New York.

Beltone Hearing Aid Co., Chicago has announced an increase in total ad budget from under $1.25 million in 1960 to more than $1.5 million in 1961. Firm this week begins participations in CBS Radio and ABC-TV programs with emphasis on name personality tie-ins. Drive also includes enlarged co-op radio-tv spot budget for dealers. Spot materials are being supplied through distributors. Agency: Olian & Bronner, Chicago.

Agency appointments...

▪ Laddie Boy Dog Food, Atlas Canine Products, both Glendale, N.Y., and Tippie Dog Food, Philadelphia, appoint Richard K. Manoff, N.Y. Heavy spot tv is planned.

▪ Sands, Taylor & Wood Co., exclusive distributor of King Arthur Flour, appoints Charles F. Hutchinson Inc., Boston, to handle its advertising.

▪ A.S.R. Products, a division of Philip Morris Inc., N.Y., appoints Benton & Bowles, N. Y., to handle the advertising for all its razor and blade products. These include Gem Safety Razors and Blades, Pal Injector and Personna Blades. The client, which plans to increase tv-radio expenditures, has been handled by Kenyon & Eckhardt, with billings of about $1.6 million last year.

KKIS advertisers sign 'truth pledge'

KKIS Pittsburg, Calif., to win the faith of its listeners in its commercials, demands of advertisers that they sign an affidavit certifying truthfulness of copy submitted.

The advertisers' pledge has been incorporated into all the station's commercial contracts. The conditions are announced on KKIS' announcements, informing the public that they can have faith and confidence in its advertising. The spots also invite any listener who discovers a fradulent claim or dishonest statement to so inform the station (by long distance collect, if need be).

The policy has paid off in an average of more than 200 letters per week from listeners congratulating the station and discussing its music and editorials, KKIS reports.

Educating the customer termed agency function

"Education of corporate directors to the needs and effectiveness of sales promotion and advertising programs is a vital function of advertising agency and sales department personnel," H. E. Cassidy, president, The McCarty Co., Los Angeles agency, said Monday (Jan. 16).

Addressing more than 30 sales executives of Products Research Co. at its annual western sales conference in Burbank, Calif., Mr. Cassidy pointed out that corporate directors "are generally men who arrived at their positions through experience in finance, law, production, engineering or administration." A survey conducted by the McCarty Co. "proved that less than 15% of top management rose from the ranks of the advertising and sales departments," he said, commenting that "this statistic certainly indicates the need for management education."

Education about advertising should not stop with top management, Mr. Cassidy stated. "It is similarly important that sales departments regard advertising efforts as a weapon of attack rather than as a crutch to support regional activities. Advertising, to be effective, must be a cooperative effort. Contributions of individual salesmen are vital if product exposure, acceptance and demand is to be increased."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 12-18 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Jan. 12	**Untouchables** (9:30 p.m.)	ABC-TV	32.4
Fri., Jan .13	**Flintstones** (8:30 p.m.)	ABC-TV	30.6
Sat., Jan. 14	**Gunsmoke** (10 p.m.)	CBS-TV	24.1
Sun., Jan. 15	**Candid Camera** (10 p.m.)	CBS-TV	34.2
Mon., Jan. 16	**Danny Thomas** (9 p.m.)	CBS-TV	21.5
Tue., Jan. 17	Thriller (9 p.m.)	NBC-TV	22.9
Wed., Jan. 18	Perry Como (9 p.m.)	NBC-TV	25.2

Copyright 1961 American Research Bureau

WQXR is test station for India air accounts

East is meeting west at the radio crossroads. Two new accounts have landed from India with WQXR New York: the Government of India Tourist Office in New York and Air India, both new to radio. The sponsors are watching results for possible expansion to other stations.

The official Indian tourist office is sponsoring a Monday 7:30-8 p.m. program, *Reflections of India,* featuring Indian performer Saeed Jaffrey with music and narrated vignettes. James C. Seix Co., New York, placed the contract for 13 weeks.

While this is the first radio for the New York office, India's San Francisco tourist office has been buying announcements direct, spending its own small budget entirely on radio. All national advertising is handled by Seix, which has been placing schedules in magazines and newspapers and regards the WQXR show as a test.

Air India, making its broadcast debut, is co-sponsoring WQXR's Sunday afternoon broadcasts of the Boston Symphony Orchestra, 3:05 p.m. to around 5 p.m. Van Brunt & Co., New York, placed this business for the entire 1961 Boston Symphony season. Air India's co-sponsor, underwriting alternate halves of the show each week, is Rover Motor Co.

Air India's agency says that further broadcasting is a possibility but no decisions have been made beyond WQXR.

WMTW-TV, druggists plan tv; RAB makes drug pitch

That venerable American institution —the corner drugstore—has been the object of two recent advertising explorations, including a tv campaign.

WMTW-TV Poland Springs, Me., has initiated a co-op advertising plan to enable Rexall Drug Stores in its tri-state area to get ad exposure with relatively small budgets The plan, originated by a Rexall district salesman, calls for a 13-week co-op schedule consisting of 12 one-minute spots a week A total of 38 Rexall stores in the general coverage area are participating, each store presenting various sale items on a rotating basis.

Radio made its bid for the burgeoning $7.5 billion retail drug trade business via a Radio Advertising Bureau study of the industry which suggests that radio is the druggists' best advertising buy. RAB observes that almost 85% of the family's drugs are bought by women and that nearly 94% of housewives listen to the radio every week an average 16¾ hours. The bureau concludes this proves that "only radio provides the kind of sweeping coverage druggists demand."

THE MEDIA

CBS-TV SPLITS SPORTS AND NEWS

Move dictated by increase in sports programming in '60

CBS Sports has come out from under the aegis of CBS News and will stand as separate radio and tv network departments, Frank Stanton, president of CBS Inc., announced last week.

To head the tv operation, now called CBS Television Sports, William C. MacPhail, director of sports, CBS News, becomes vice president of CBS Tv Sports, reporting directly to James T. Aubrey Jr., president of CBS-TV. Arthur Hull Hayes, president of CBS Radio, has appointed James M. Dolan, executive producer of sports, to the new job of director of sports for CBS Radio.

Mr. MacPhail

The sports separation follows increased programming in that area in 1960, Dr. Stanton said. With sports assuming increasing importance, he expects the transfer to effect closer coordination of programming, sales, production and scheduling.

The move comes a month after an operational change in CBS News which transferred control to a committee of CBS Inc. divisional presidents chaired by Richard S. Salant, corporate vice president of the parent firm (BROADCASTING, Dec. 19). With sports out of the CBS News Division, the latter can concentrate on news and public affairs, Dr. Stanton said in his announcement last wek.

Mr. McPhail had been director of sports of CBS News since November 1955. Before joining CBS he was promotion director of the Kansas City Athletics and earlier was connected with several other professional teams, including a stint as traveling secretary for the New York Yankees. He is the son of Col. Larry MacPhail, former major-league executive, and is a brother of Lee MacPhail, president of the Baltimore Orioles.

Radio Sports Director Dolan has been in the field since 1936 when he worked with Ted Husing on CBS. He left to become sports director of the old Dumont Television Network and later assistant director of sports for NBC. Mr. Dolan returnd to CBS in 1957 and since then has supervised football coverage, bowl games, auto racing, golf, horse racing and programs of sports personalities.

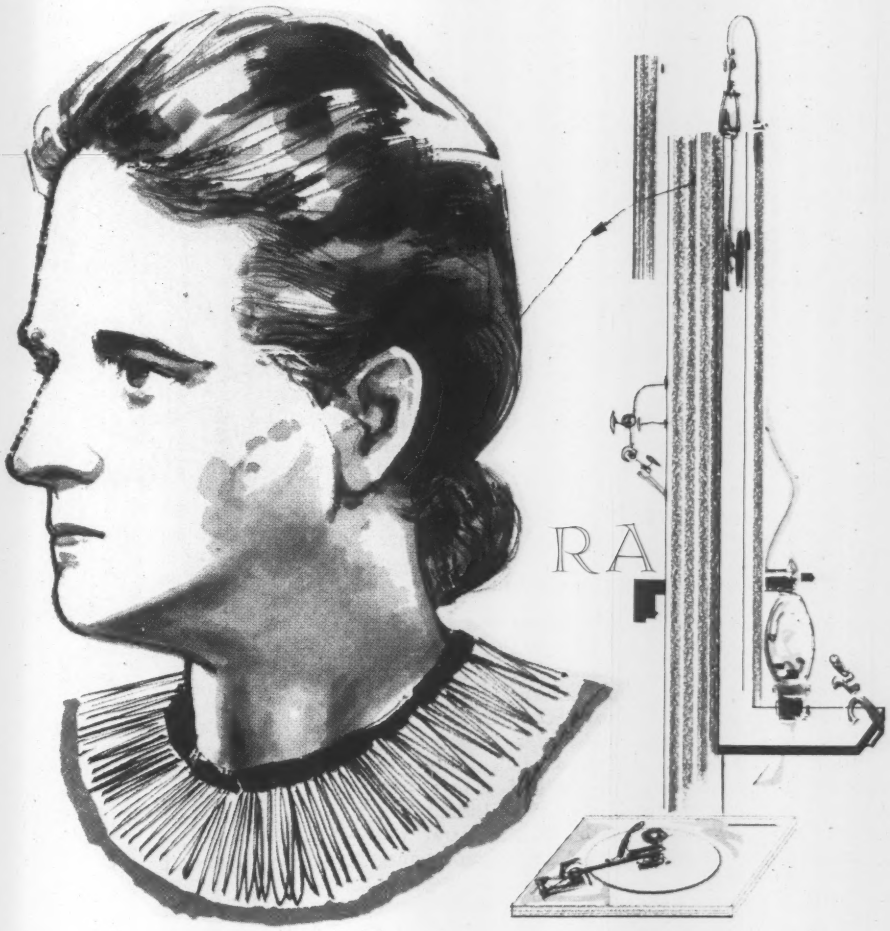
ABC Radio says '60 good, sees '61 as even better

Progress in 1960 and optimism for 1961 were expressed in a yearend report released last week by the ABC Radio Network.

Last year, the report said, ABC attracted more than 61 million people, the largest audience in the history of advertising, with its coverage of the second Patterson-Johansson championship fight; added 44 affiliate stations, the largest number ever added in any year in its history; increased the number of clearances for its news programs by 17

KNOW HOW

Initial accomplishments are most significant when they serve as stepping stones for the future. And so it was with Madame Marie Curie. All the accolades for her discovery of radium would have been meaningless if it were not for her continuing efforts which, in later years, led to development of the element's practical radiological uses. Today in the business world of radio and television, you will also find that those who possess the "Know-How" to achieve better things are never content to rest on their laurels, but continually strive to better serve public and advertiser alike.



WFAA

dallas • radio & television

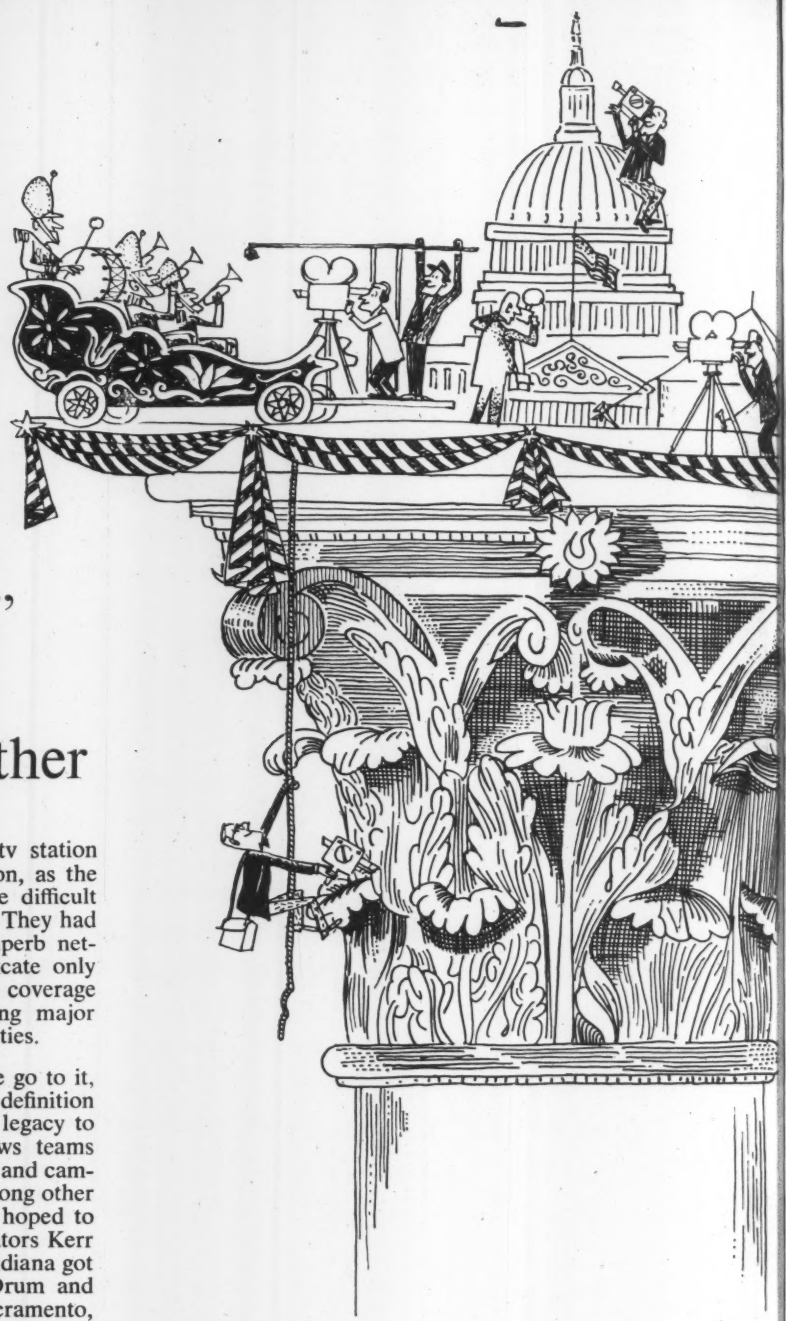
The Stations With The "Quality Touch"!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc.

The Original Station Representative



Tenting in D.C., *or* In One Era and Out the Other

Finding a roof for five Corinthian tv station news-and-camera teams in Washington, as the Kennedy era began, was much more difficult than finding reason for their presence. They had no intention of duplicating CBS's superb network coverage; they sought to duplicate only Corinthian's success, as evidenced by coverage of last year's conventions, in relating major political events to their own communities.

Local news doesn't come to us. We go to it, even if it's in D.C.—and even if our definition of local is non-traditional. Without a legacy to stand on, our individual station news teams tackled Project Washington with mike and camera. The Houston group was after, among other things, a Ladybird's eye view; Tulsa hoped to strike oil by spending a day with Senators Kerr and Monroney; our gentlemen from Indiana got on the bandwagon with the state's Drum and Bugle Corps; the young men from Sacramento, reversing Greeley's advice, came east to cover the Inauguration's pomp—and to examine plans for legislation affecting their tele-urban community.

Different regions find different meanings in Washington, 1961. Those differences are best explored by local tv reporting crews and public affairs programming, focusing on political faces and issues of special interest to the folks back home. This is the kind of journalistic initiative, under group organization, that results in high identification with regional audiences, cementing stations to communities and communities to stations.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

per cent, and raised its overall billings.

The report asserted that while the radio network continued to operate at a loss, gains during the year cut the debit figures considerably. ABC based its optimism for the new year on the premise that its increased programming efforts and services would combine to bring better service to the public and better income for the network.

Among programming highlights in 1960, ABC Radio cited the introduction of *Flair,* a daily, 55-minute, afternoon program currently carried on 268 stations. The report said impressive sales gains are expected from *Flair* in 1961.

Stations note coverage of state legislatures

Extensive coverage of legislative opening sessions around the nation was provided by radio-tv stations, both on a live on-the-scene and on delayed or specially reported bases.

An example of intensive coverage occurred in Oklahoma, according to WKY-TV Oklahoma City. The station reported its mobile unit and cameras picked up the proceedings live from the Capitol and fed the signal to KWTV (TV) and KETA-TV Oklahoma City, KOTV (TV) and KVOO-TV Tulsa, and KXII (TV) Ardmore.

KPHO-TV Phoenix reported telecasting the entire opening session of the Arizona Legislature Jan. 9, describing this as the first live coverage in the legislature's history.

WIBW-TV Topeka carried live tv coverage of Gov. John Anderson Jr.'s legislative message, the first live tv coverage permitted by the Kansas Legislature. It also arranged live coverage of the governor's budget message.

Court coverage sought

In the belief that they will be recording legal history in the making, the Metropolitan Broadcasting Corp. last week requested permission to film and tape for broadcast court proceedings in the Deerfield housing case which comes to trial in the State Supreme Court of Illinois on Jan. 20. The request was made in a telegram sent last week to Chief Justice Walter V. Schaefer in behalf of the five Metropolitan stations which would broadcast all or part of the proceedings as a public service. The case stems from the plans of a builder to sell private homes to both Negroes and whites in the segregated community of Deerfield, a Chicago suburb. The community condemned the sites for the homes and the builder, Modern Community Developers and Progress Development Corp., brought suit claiming violation of the 14th Amendment to the U.S. Constitution and the U.S. Civil Rights Act. If broadcast permission is granted to Metropolitan, it will mark the first time cameras and tape recorders have been allowed in the Illinois Supreme Court.

CBS Radio notes shift to information programs

The scope of CBS Radio's late-1960 shift in daytime program emphasis from entertainment to information broadcasts was pointed up in a year-end review the network released last week.

The shift included introduction of 19 specially developed informational programs embracing 43 individual broadcasts a week under the general designation of CBS Radio Features, and expansion of 77 on-the-hour news and analysis broadcasts each week from 5 minutes to 10 minutes.

The report also called attention to development of the CBS Radio Net-Alert. This technical device provides around-the-clock and instantaneous communication between the network and local stations and can activate tape machines to record and rebroadcast transmissions from the network.

The review also claimed, on the basis of Nielsen reports for the first 10 months of 1960, that CBS Radio drew 31% higher audiences than the next network, and that altogether the network had 412 affiliates last year, 195 of them in the continental U. S.

Grand jury indicts 'City of Hate' for slander

The grand jury of Riverside County, Calif., has indicted James Schulke, former vice president of Paramount Television Productions and general manager of KTLA(TV) Los Angeles; Pat Michaels, newscaster formerly with KTLA and now at KABC Los Angeles, and seven others, comprising the police chief and city attorney of Elsinore, Calif., and five members of the city council, for conspiracy to commit slander on a tv program, *City of Hate,* broadcast by KTLA on Dec. 11, 1959.

In a 16-page report accompaning the indictment, the Riverside grand jury says that "in essence the program charged that anti-Semitic conspiracies existed in the city of Elsinore; that said conspiracies could lead to bloodshed or even death . . . that the state board of public health was aiding the anti-Semitic conspiracies through alleged discriminatory rulings that the fluoride count in Elsinore's drinking water was too high . . . [and] broadly implied that law enforcement at all levels, federal, state, county and city, had broken down and that nothing was being done to correct an allegedly intolerable situation."

The attorney general's office investigated, the grand jury says, and found "that the telecast was highly distorted." The grand jury also reached that con-

clusion, following hearings, during which Mr. Michaels was cited for contempt for refusing to testify on what the jury calls "unwarranted" grounds that he would be forced to reveal news sources. After he finally did testify, in November, the jury assessed the evidence and found that on point after point the telecast was distorted, mistaken, factually wrong or "guilty of irresponsible reporting."

The Riverside grand jury also drafted a recommendation to the FCC, urging the commission "not only study the instant situation involving the *City of Hate* telecast but take all possible steps to prevent repetition of such irresponsible and damaging newscasting."

Mr. Schulke resigned from KTLA the end of last year and is now engaged in negotiations to purchase the station and PTP from Paramount Pictures for a syndicate he heads.

Broadcasters Foundation

New York Chapter of The Broadcast Pioneers has set up Broadcasters Foundation Inc. to assist people working in radio-tv who are in need, and for presentation of annual "Mike Awards" to outstanding pioneer radio and tv stations. First "Mike" goes to WLW Cincinnati. Both awards and welfare programs will be marked at reception and dinner Feb. 26.

WGN Inc. takes over KDAL-AM-TV

First expansion of *Chicago Tribune* in station ownership was consummated Jan. 16 in Washington when final payment was made in WGN Inc.'s $3.3 million purchase of KDAL-AM-TV Duluth, approved by FCC last month (BROADCASTING, Dec. 12, 1960). Formal closing was made by Ward L. Quaal (seated, right), vice president-general manager of WGN Inc., and Odin S. Ramsland (seated, left), vice president of KDAL stations. Standing (l to r): Robert A. Dettman, vice president, KDAL stations; William B. Ryan, Blackburn & Co. brokerage firm; James A. Cotey, WGN Inc. treasurer.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WSAI-AM-FM Cincinnati, Ohio: Sold by Consolidated Sun Ray to Jupiter Broadcasting Co. for $1.2 million, including Musicast Co., Muzak franchise in Cincinnati. Jupiter is jointly owned by Fox, Wells & Rogers and Payson & Trask, both New York investment firms. Fox, Wells & Rogers has 42.5% interest in KFSD-AM-TV San Diego, Calif., and minority interest in Springfield Television Corp. (WWLP [TV] Springfield, WRLP [TV] Greenfield, and WWOR [TV] Worcester, all Massachusetts). Payson & Trask has no broadcast interests. Ernie Tannen, former Kluge stations managing director headquartered in Washington, is president of Jupiter. James G. Rogers, Fox, Wells & Rogers partner, is chairman of Jupiter. Mr. Tannen now owns WDMV Pocomoke City, Md. Present personnel of WSAI stations will be retained, it was reported. Stations, 5 kw on 1360 kc and 102.7 mc with 14.7 kw, were bought by Consolidated Sun Ray in 1959 for $1.9 million. Application for FCC approval was filed Thursday.

▪ KWG Stockton, Calif.: Sold by Carl and Dexter Haymond to Greater Stockton Radio Inc. for $200,000. Greater

Stockton group is headed by Riley R. Gibson and includes Marc Hanan, manager of KXO El Centro and Howard Haman, manager of KXOA Sacramento, Riley stations include KXOA and KLIV San Jose, both California. Pending FCC approval is purchase of KMAK Fresno, Calif., for $185,000 Gary Willson, currently at KXOA, will become vice president-general manager of KWG. The Haymonds own KIT Yakima, Wash., and KGEE Bakersfield, Calif. KWG operates on 1230 kc with 250 w and is affiliated with ABC. Broker was Edwin Tornberg & Co.

▪ WREB Holyoke, Mass.: Sold by Edmund F. Wakelin and associates to Don Hancock for $200,000. Mr. Hancock is veteran radio-tv announcer. Burton M. Wanetik, former sales manager of WVOX New Rochelle, N. Y., will be WREB commercial manager. Station is 500 w daytimer on 930 kc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 77).

▪ KXLF-AM-TV Butte and KXLJ-AM-TV Helena, both Mont.: Sold by E. B. Craney and associates to Joseph S. Sample for $1,575,000. Mr. Sample is son of John G. Sample, former president of Blackett-Sample-Hummert Inc. (now Dancer-Fitzgerald-Sample), and owns KOOK-AM-TV Billings, Mont., and 50% of KUEN Wenatchee, Wash. Transaction includes resale of KXLJ-AM-TV to Helena T.V. Inc., for $400,000. Helena T.V. is principally owned by W. L. Piehl, and operates a catv system in Helena.

▪ WJWL Georgetown, Del.: Sold by Rollins Broadcasting Co. to Scott Broadcasting Corp. for $365,000. Scott Broadcasting is principally owned by Herbert Scott, who has an interest in WPAZ Pottstown, Pa. Rollins owns WAMS Wilmington, Del.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N. Y.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind., and WCHS-AM-TV Charleston, W. Va. The FCC's action also included renewal of the WJWL license.

PRSA, APRA in merger

The Public Relations Society of America (3,400 members) and the American Public Relations Assn. (1,000 members) have voted to merge, they announced Jan. 12, and will become the Public Relations Society of America Inc., operating from the former PRSA offices in New York. Admiral Harold B. Miller, public relations director, Pan American World Airways, and PRSA president, will head the new group.

WWLP (TV) head charges city payroll 'padded'

William L. Putnam, president and general manager of WWLP (TV) Springfield, Mass., appeared before the City Council last week to place on record various charges he has made over the tv station that the city administration payroll is "padded."

Mr. Putnam's appearance before the council on Monday (Jan. 16) followed editorial criticism in the *Springfield Daily News* which called his charges made on WWLP (TV) "reckless." The City Council voted 14-11 against Mr. Putnam, saying he had not proved his "payroll padding" accusation. The next day, the Springfield city auditor announced that Mr. Putnam's accusations were "accurate."

A station spokesman reported last Thursday (Jan. 19) that the superintendent of streets and roads, whose department came under strong fire on the telecast, has requested and will receive "equal time" to reply to Mr. Putnam's charges.

Millar forms management firm

Announcement has been made of the formation of Hudson Millar & Assoc., Cullman, Ala., a new radio management consulting firm headed by Hudson Millar, owner of WKUL Cullman and WARF Jasper, both Alabama.

The firm will engage only in management but does plan a limited engineering service. According to Mr. Millar the company was founded to aid many stations operating in the red or at a low profit margin and as a service to absentee owners.

Affiliated with Mr. Millar are Jerdan Bullard, manager of WARF, as vp; Arthur Bachmann, engineer; and Dortha Bland, secretary-treasurer.

N. Y. etv fund request

Television's importance in teaching is emphasized by the New York Board of Regents in a report asking the state legislature for more than a $2 million appropriation for educational tv in 1961. The budget request includes $577,000 to continue etv projects in New York City, where WPIX (TV) carries programs for schools, and in Cortland, N. Y., where a closed-circuit system is in operation. The board said its experience over almost 10 years showed "for certain subjects, learning via television can be as effective, or even better, than that taking place under conventional classroom conditions." The board said grants held by the state for 10 uhf stations for educational purposes, still unused, represent "a valuable . . . potential for educational good."

STATIONS FOR SALE

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DAYTIMER—$400,000.00
Major market—New York State—good frequency, making money. Can be purchased on excellent terms down and long period of time.

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WEST TEXAS—DAYTIMER $90,000.00
This is a single station market, billing better than $60,000.00 per year. $30,000.00 down, very generous terms on the balance. Ideal for owner-operator.

DALLAS
1511 BRYAN STREET
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MIDWEST

Midwest daytime station. Profitable operation owns real estate needs an owner-manager. Price $120,000.00; $30,000.00 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST

Profitable Pacific northwest regional fulltime radio station. Grossing $10,000.00 monthly and capable of doing better. Heavy fixed assets. Total price is $160,000.00 on basis of 29% down and long terms to responsible buyer.

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The making of a massive media combine

HOW METROPOLITAN IS USING THE FORMULA: BUY, BUILD, BORROW

"Yesterday's accomplishments," says John Kluge, "belong to yesterday. What makes us alive is that we're looking ahead to today and tomorrow."

As far as Metropolitan Broadcasting Corp. is concerned—that's what Board Chairman and President Kluge was talking about above—today and tomorrow will have to go some to match the yesterdays Mr. Kluge and his associates have put in over the past two years. That period has seen Metropolitan grow from four stations (only one making money worth mentioning) to a media combine that grossed over $40 million in 1960, expects to top $52 million this year and to double that to over $100 million by 1965. The projections can be taken seriously: John Kluge's track record in meeting his projections has been within 1% accuracy.

The route Metropolitan has taken to this new eminence in the media field has been marked by two signs: "buy" and "build." In the past two years the company has committed over $34 million in acquiring nine properties, the latest a proposed purchase of KMBC-AM-TV Kansas City (subject to FCC approval). In addition it has built its initial string of primarily red-ink properties into black-ink operations, to the point that all Metropolitan divisions acquired before November 1960 are making money. At the moment only one of the company's arms — the growing Worldwide Broadcasting System—has yet to turn the profit corner.

If a third sign were added to those first two it would be "borrow." Mr. Kluge and his associates have managed all these acquisitions almost totally on borrowed money, and have built the company's line of credit to the point that there's no imediate horizon on the money Metropolitan can obtain if it needs it. The current debt: $31 million.

It was not always thus at Metropolitan.

The company got off to a limping start late in 1955 as the DuMont Broadcasting Corp., a spin-off from the parent DuMont Labs. At the time it consisted of two tv stations, both loss operations: WABD (TV), now WNEW-TV, New York and WTTG (TV) Washington. In that year and 1956 the company lost over $1.5 million.

In May 1957 the company acquired its first black-ink asset: the highly-successful WNEW New York, whose annual $7 million billing makes it the top revenue-producing radio station in the country. The deal was at that time the record for a radio transaction: $7.5 million. It was also the turning point for DuMont Broadcasting, which began then to show some profit—$213,000 that year vs. a $900,000 loss in 1956.

The next year it acquired WHK-AM-FM Cleveland for $700,000 and changed the corporate name to Metropolitan.

The next year it acquired John Kluge.

Onward and Upward ▪ Mr. Kluge and several associates came into the company by purchasing 22% of the stock (the largest block) from Paramount Pictures. Revenues during that year, with no change in assets, jumped from $12 million to $16.5 million, and the net jumped from $249,000 to $1.5 million.

By the beginning of 1960 Mr. Kluge and Metropolitan had the ground firmly under their feet—and were ready to leave it. In rapid succession Metropolitan took over WIP-AM-FM Philadelphia ($4.5 million), KOVR (TV) Stockton-Sacramento ($3.5 million), WTVH (TV) Peoria ($610,000). WTVP (TV) Decatur ($550,000) and the Worldwide Broadcasting System ($800,000). It also acquired the Foster & Kleiser outdoor advertising company ($14 million), its first media expansion outside the broadcasting area. It capped the year with announcement of the proposed acquisition of the Kansas City KMBC stations (BROADCASTING, Dec. 26, 1960).

There is still room in the Metropolitan complex for one more vhf television station, three more ams and four more fms. It's a virtual certainty that the company will acquire this number—the limit under FCC regulations—as soon as the right properties are found. And Metropolitan moves fast.

Quick to a Handshake ▪ For example, when Mr. Kluge decided to buy KOVR from the Gannett interests, it took him exactly 12 minutes to negotiate the deal to the handshake stage. As he describes his purchasing philosophy, "It finally resolves to a yes or no. You can clown around, but why? You know yourself whether an extra $100,000 is going to make you say no."

Not all the deals go this fast, of course. The KMBC negotiations were in work for a year, and even now are not finally done, involving such things as the additional purchase and immediate sell-off of subsidiary tv properties in Sedalia and Jefferson City, Mo.

John Kluge
Target for 1965: $100 million a year

So far Metropolitan has been in the buying business, not the selling. At the moment, at least, it has no plans to dispose of any present properties to make room for others.

It's a virtual certainty, too, that the company will expand into new fields in the fairly near future. Those properties now in the house are expected to appreciate in earning power, but not enough to reach the $100 million-plus level Metropolitan has in mind for 1965. Mr. Kluge already has his sights

THAT WCKY SURE stirs up

EXCITEMENT IN CINCINNATI

Whoever it is who said that Radio can't be a talk-of-the-town any more hasn't been to Cincinnati lately. At least not since WCKY took the wraps off a bundle of new program ideas that have whipped up more excitement than Cincinnati has heard in many a moon! You talk about talk! WCKY's triple-play of "Compass," "Background" and "Documentaries," backdropped by a depth-in-news, good music and promotion fireworks, is the talk of the market. All this—plus a Nielsen audience in seven figures makes that WCKY some buy! Now is the time to talk to AM Radio Sales.

WCKY-RADIO IS SOME BUY!
50,000 WATTS—CINCINNATI

on a major new business acquisition, which he will describe only as a "service" business.

Whatever it turns out to be, Metropolitan will likely have the financial standing to accomplish it. Not only has Mr. Kluge been able to borrow large sums to finance his ventures, but he's also been able to attract capital from sources not accustomed to dealing with the broadcasting industry. The $10.25 million Kansas City deal, for example, was financed primarily by insurance company money, not bank money. Insurance money comes slightly higher than bank money, but it comes for longer terms (15 years compared to 5 years). This is a valuable plus for a company which has as many plans for its money as Metropolitan does.

People-Minded ▪ Although the many physical assets in the Metropolitan organization rate high with lenders, the asset that rates highest with John Kluge is people. He exercises the same care in selecting the personnel to run Metropolitan as he does in picking the properties that make it up. In a way, this search for people is one reason behind the search for properties: As Mr. Kluge sees it, "Growth is an enabling factor in attracting the best people, and the best people are essential to the organization. There's nothing worse than having a ceiling on top of young, creative people."

This emphasis on people has led to the assembling of an executive roster of impressive depth and experience (see below). It is a stable roster, too—although new personnel are added frequently, rarely does anyone leave. This

Metropolitan's management team

People are important in the Metropolitan scheme of things. In John Kluge's opinion, "growth is an enabling factor in attracting the best people, and the best people are essential to the organization." These are the people on Metropolitan's executive team:

Richard Geismar, treasurer: He went from guest-relations page with the former DuMont Television Network in 1948 on up in the financial department ranks of that network, becoming in 1955 assistant treasurer of DuMont Broadcasting Corp. In the interval he held various budgetary and administrative offices. He was elected treasurer in 1958.

Robert Dreyer, secretary and general counsel: He's the man chiefly responsible for getting into contracts the deals Mr. Kluge negotiates to the handshake stage. He was counsel to the DuMont network before the evolution of Metropolitan.

Bennet H. Korn, executive vice president in charge of television: Aside from general supervision of Metropolitan's tv stations, Mr. Korn runs the WNEW-TV New York operation. From a losing-money station two years back it is now grossing around $7 million a year as an independent in the 7-station New York market.

Joseph Madden, comptroller: Mr. Madden holds policy reins on accounting procedures both of the corporation and of the stations. The routine flow of accounting data passes through his office. Mr. Madden had assisted the controller at the DuMont network, was controller of DuMont Broadcasting.

Mark Evans, vice president, public affairs: Mr. Evans' role is unique in a broadcasting company. After years as a top radio and tv personality (he was the Housewives Protective League representative in Washington, D. C.). He joined Metropolitan to serve primarily as chief spokesman for the company before advertising groups, marketing associations and the like. He also makes some on-air appearances.

Mary L. McKenna, vice president and director of sales development: Mrs. McKenna heads Metropolitan's extensive research operation, whose annual budget runs well into the six figures. She came to the parent company after service since 1953 with WNEW radio.

Benedict Gimbel Jr., vice president: Mr. Gimbel joined Metropolitan after WIP Philadelphia, of which he was president, general manager and a major owner, was acquired last year.

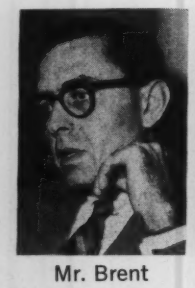
Mr. Geismar

Mr. Dreyer

Laurence H. Odell, vice president of the Foster & Kleiser Div.: Mr. Odell heads Metropolitan's outdoor advertising venture, which now contributes about half of the company's annual revenues.

Ralf Brent, vice president and president of the Worldwide Broadcasting Div.: Mr. Brent is charged with developing Metropolitan's international shortwave operations into a profitable commercial venture. He had been director of sales, vice president and a part owner of WIP before the sale to Metropolitan.

John V. B. Sullivan, vice president and general manager of WNEW-AM-FM New York: He heads the country's top-billing radio station, whose current revenues are about $7 million annually. He's been with WNEW for 18 years, coming up through the promotion department ranks to his present job. His talent payroll alone (for 8 personali-



Mr. Brent

Mr. Sullivan

Mr. Glascock

Mr. McArdle

Mr. Delaney

Mr. Thayer

stability can be traced largely to Mr. Kluge's attitude that "the top echelon of a company is not there to derive benefits from their associates but to bring opportunity to others in the organization as well as to stockholders. My policy is to give people lots of responsibility, lots of opportunity, and then if it isn't right, try to help out. I don't want a kaleidoscope of people changing jobs."

This stability in people can be traced also to the handsome compensation Metropolitan provides. In addition to a generally high salary level (the weekly payroll runs over $300,000 for about 2,000 employes, with a number of top executives making between $50,000 and $100,000 a year) the company has set aside 120,000 shares of stock for option to key personnel. Commenting on the effectiveness of that plan, Mr. Kluge notes that "Before putting in the option plan our gross was $5 million. The first year under it the gross jumped to over $16 million."

Equity Going Up ▪ The equity of Metropolitan stock, too, has benefitted during the Kluge tenure. The sizable (300%) rise in company earnings was accomplished with little stock dilution, only the WIP purchase adding stock (150,000 shares) to the common capitalization. There's a potential dilution of another 360,000 shares in conversion of $6 million in 6% subordinated debentures the company issued last year, but those can't be called in for another four years and the 6% premium should discourage conversion. But even if all those shares were converted the stock dilution would be only 25%.

And in Mr. Kluge's view the small stock dilution caused by the WIP purchase didn't hurt the company. It costs only $22,500 a year at the current dividend level, a small enough price to pay for entry into the rich Philadelphia

Mr. Korn

Mr. Madden

Mr. Odell

Mr. Evans

Miss McKenna

Mr. Gimbel

ties and 6 newscasters) runs $541,000 a year.

Harvey L. Glascock, vice president and general manager of WIP-AM-FM: He was in charge of Metropolitan's WHK Cleveland before swinging to Philadelphia last February, and was associated with Mr. Kluge in outside radio interests before joining Metropolitan.

John E. McArdle, vice president and general manager of WTTG (TV) Washington: He moved to Washington after serving as an account executive at WABD (TV) New York, now WNEW-TV. His station, too, has come out of the red-ink category since Metropolitan took over.

C. Glover Delaney, vice president and general manager of KOVR (TV) Stockton-Sacramento: A veteran of the broadcast business since 1934, Mr. Delaney became associated with the Gannett Co., which he served in executive capacity. He was with Gannett's KOVR when Metropolitan purchased it in February 1960.

Jack G. Thayer, vice president and general manager of WHK-AM-FM Cleveland: Mr. Thayer held general manager positions at WDGY Minneapolis and KFRC San Francisco before joining Metropolitan.

Donn and Lee Colee, WTVH (TV) Peoria: Mr. Colee is vice president and general manager of this Metropolitan uhf, and Mrs. Colee is director of sales. They previously held similar positions at WLOF-TV Orlando, Fla.

Robert King, vice president and general manager of WTVP (TV) Decatur, Ill.: Mr. King was general manager of KSWO-TV Wichita Falls, Tex., held important program and sales management posts with stations in the southwest.

Phil Cowan, director of public relations: He was public relations director for National Telefilm Assoc., owned and operated stations before joining Metropolitan a year ago. His background included similar posts with Screen Gems and CBS.

Warren Boorom, director of advertising and promotion: Mr. Boorom was vice president and director of member service for Radio Advertising Bureau before he joined Metropolitan.

Robert Pantell, director of labor relations: He was a business representative of IBEW's local 1212 representing engineers with New York radio and tv stations. Mr. Pantell also had been an engineer for some 20 years.

Martin Weldon, director of news and special events: He's a new addition to the corporate ranks, assuming the post effective Feb. 1. Mr. Weldon moves up from WNEW.

Mr. and Mrs. Colee

Mr. King

Mr. Cowan

Mr. Boorom

Mr. Weldon

market. Also, the addition of that asset on Metropolitan's books put the company into a good position to borrow for further expansion.

Although earnings have jumped dramatically (they were minus 95 cents a share in 1956, 20 cents when Mr. Kluge took over, were up to about $1.25 in 1960 and are projected to about $2 this year), dividends have not, remaining about 15 cents. This is in keeping with the company's growth status and policy of reducing debt, plowing back earnings and expanding the organization. As Mr. Kluge puts it, "You can't abort the growth of the company by giving all your money away. Actually, the dividends could be lower, but the board feels it must offer at least this incentive to investors."

Mr. Kluge personally holds 11% (186,193) of the company's 1,699,012 shares, and is the largest of about 8,000 stockholders. The Axe-Houghton mutual fund interests hold another 23% of the stock and are represented on the board. Mr. Kluge says he welcomes mutual fund investment in the company because "they're savvy to what's going on, and they're not raiders." The company, now traded over the counter, says it's already met the qualifications for exchange listing and probably will seek listing on the New York Stock Exchange this year. The 1960 price range of the stock was from 14 to 19, and it's now trading at 21 bid, 22½ asked. The 1961 price reflects the prospect of adding the Kansas City stations.

One measure of how that stockholders' equity has stretched in the past two years is in liquidation value of the company's assets. At last glance the auditors figured it at about $75 million.

That the media-mindedness of Metropolitan extends beyond the ordinary viewpoint of those exclusively oriented to U. S. broadcasting is exemplified by the company's move into the outdoor advertising and international fields.

Sleeper in the House ▪ What many consider the "sleeper" in the Metropolitan lineup is WRUL, the international broadcasting facility it acquired last year. From an array of shortwave transmitters in Scituate, Mass. WRUL's signals reach two-thirds of the civilized world, and have been doing so at fairly low visibility since 1931. It is Metropolitan's aim to increase that visibility, and soon.

The job belongs to Ralf Brent, president of Metropolitan's Worldwide Broadcasting Div. He feels there are a number of factors on his side in accomplishing it:

1. The rapid buildup of overseas business by American companies. Currently 60% of all U.S. businesses with over 100 employes are selling overseas. Three years ago the total was less than 15%.

2. Many U.S. companies now sell more overseas than domestically—Hoover vacuum cleaners and Singer sewing machines are examples.

3. The advertiser seeking to open overseas markets has a limited media selection to choose from. In the U.S.-originated shortwave broadcasting field WRUL is alone.

4. Shortwave reception is an important factor overseas—85% of Argentine radio homes are equipped with shortwave sets, for example. In addition, WRUL can supplement its signal with lineups of standard stations where necessary.

WRUL uses five transmitters and 11 antenna arrays with 17 towers to push its signals around the globe. These facilities are located on a 14-acre site at Scituate, 20 miles from Boston on the Atlantic Coast. It operates on seven frequencies between 6 and 25 mc, and may expand that number as its coverage increases. At the moment Mr. Brent plans to expand service to a total of 21 hours a day—6 hours to Europe and Africa in English and French and 15 hours to Latin America in Spanish and Portuguese. He will have a basic 50-man staff to do the job, and 90% of his on-air talent will be foreign-born.

The Vistas Outdoors ▪ Roughly half of the revenue dollars that came into Metropolitan last year were contributed by Foster & Kleiser, the west coast outdoor advertising company it acquired for $14 million from W. R. Grace & Co.

F&K, with 33,000-owned and 1,000-leased advertising structures, is the second largest outdoor advertising company in the country and the largest in its territory. Its annual revenues of over $20 million are about 10% of the entire industry's, and rank it second only to General Outdoor's $40 million.

F&K is contributing a handsome flow of cash for Metropolitan's other ventures. This is because of a fast depreciation policy which allows a 26⅔% write-off the first year and slightly smaller write-offs in the succeeding three years. By the end of that period Metropolitan will have had time to research the prospects of the outdoor field, reshape the company's operating policies and can then depend on increased revenue to take over where the depreciation allowance leaves off.

The depreciation involved is against F&K's billboards, which were valued at $11 million of the purchase price. Metropolitan figures actual replacement value of the billboards in today's market at $21 million—or $7 million more than it paid for the entire company.

This fast depreciation policy is standard in Metropolitan's operations. The same factor applied to WIP Philadelphia after that purchase means enough cash flow to pay off a $1 million bank loan over a 4-year period.

The Kluge formula in running competing media: Don't think in terms of how they're different, but in terms of how they're alike. The advertiser doesn't think his dollars are any different just because they're in different media.

Another Kluge formula for determining the price you put on a medium: You're worth whatever people think of you. Expanding on that philosophy, he remarks: "You can't give the advertiser too much. Your cost-per-thousand can be too low. If it is, it means you're not putting enough back into the operation. And if that's the case, you won't be there next year."

Metropolitan fully intends to be there next year, and to be there profitably. It's sure the media business is one of the best in the country because it averages out the entire economy. Beyond that, there's inherent "leverage" in it: that is, once operating efficiency is attained, virtually all increases can be carried down to net profit.

Although Mr. Kluge's profitable investment in Metropolitan is considerable, he has even more in outside activities, principally food brokerage, printing and real estate interests in Washington and Baltimore. He got his start in the radio business in 1946 when he built WGAY Washington, and acquired other radio properties before moving into the Metropolitan organization. He's since disposed of those stations to meet the FCC's ownership limits as Metropolitan expanded. How he manages to run those outside interests plus putting in over 40 hours a week at Metropolitan is described by one associate this way: "John works 100% on Metropolitan, and another 100% on his outside interests." However he does it, he's come a long way since he landed as a 12-year-old immigrant from Germany in 1924.

Mr. Kluge doesn't put a figure on his personal net worth, although he acknowledges it's considerable. In his view "net worth is whether I can get up tomorrow morning and get moving. Money annoys me—dollars are really no asset except to use as building blocks."

He was not always so blase, however. About 10 years ago his banker said to him, "John, do you know you're a millionnaire?" As Mr. Kluge relates it, "I didn't, but I got pretty excited about it. That evening I went to a movie."

TAKE NINE

Take a break. Take coffee, tea, milk or Martini—but also take nine digits: 1, 2, 3, 4, 5, 6, 7, 8, 9.* Make them total 100 by placing arithmetical signs among them. Stumbling blocks, just to make the break longer: Don't alter the order. Do it with the least possible number of signs, using the fewest pen or pencil strokes. (If you use brackets, count the brackets as one sign but two strokes; a minus sign is one stroke—and one sign, of course; a plus sign is two strokes; a division sign is three strokes.)

After you prove your ability to buy the solution at minimum sign-and-stroke cost, send us the answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have a copy, say so and we'll provide a different prize.

** Take 6 P.M. to midnight, all week. WMAL-TV's audience is the biggest in the Washington market.* (ARB Dec. '60)

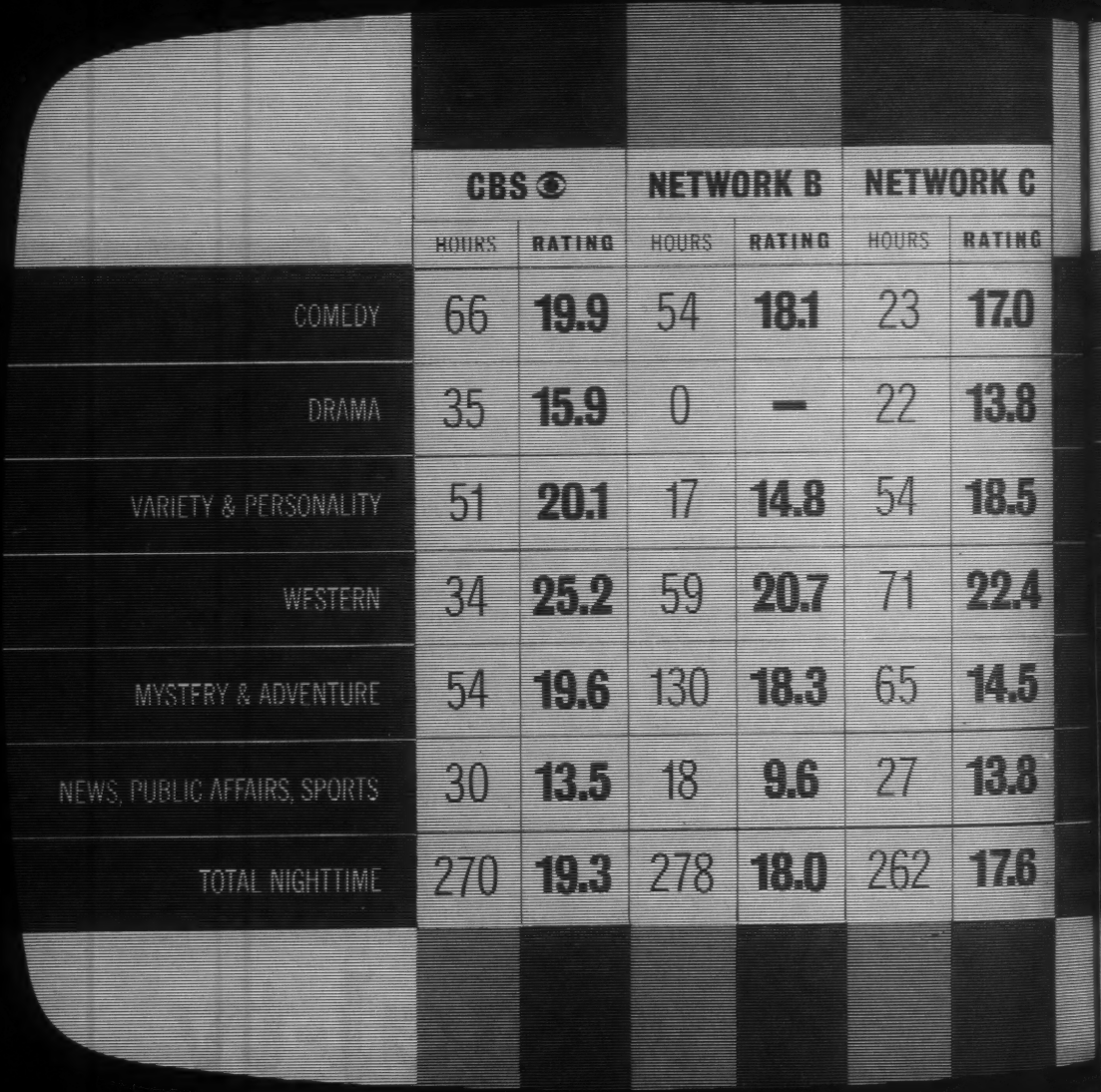
wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

TELEVISION'S



	CBS		NETWORK B		NETWORK C	
	HOURS	RATING	HOURS	RATING	HOURS	RATING
COMEDY	66	**19.9**	54	**18.1**	23	**17.0**
DRAMA	35	**15.9**	0	—	22	**13.8**
VARIETY & PERSONALITY	51	**20.1**	17	**14.8**	54	**18.5**
WESTERN	34	**25.2**	59	**20.7**	71	**22.4**
MYSTERY & ADVENTURE	54	**19.6**	130	**18.3**	65	**14.5**
NEWS, PUBLIC AFFAIRS, SPORTS	30	**13.5**	18	**9.6**	27	**13.8**
TOTAL NIGHTTIME	270	**19.3**	278	**18.0**	262	**17.6**

NIELSEN RECORD FOR ALL REGULARLY SCHEDULED NIGHTTIME PROGRAMS, OCT-DEC 1960, AA BASIS, 6 TO 11 PM; EXCLUDES PAID POLITICAL AND SPECIAL BROADCASTS. PROGRAM NAMES ON REQUEST.

TEST PATTERN

(ANY ADVERTISER WHO CAN AFFORD TO SPEND $1,000,000 ON NETWORK TELEVISION CAN AFFORD TO SPEND A MINUTE ANALYZING THIS CHART.)

While this image will never appear on your home screen, it is in fact an accurate statistical picture of what has been going on in network television since last October. This is the record for all regularly scheduled nighttime programs–shown by networks and by types of programs.

Why should anyone look at television in this way when there are many simpler (and more enjoyable) ways to look at it? Briefly, because today's sophisticated advertiser commits millions of dollars to television only after the most careful study of marketing objectives, program possibilities, and network environments. What kind of program, he asks, will best serve his specific needs? And where is it most likely to prosper? If you are such an advertiser you are interested in the whole pattern of network programming–the big picture on the screen below. It shows that:

–*the CBS Television Network continues to win the biggest average audience for its nighttime schedule.*

–*the CBS Television Network also consistently attracts the biggest average nationwide audience in every category of entertainment programming.*

–*the CBS Television Network presents the most evenly balanced schedule,* as indicated below by the number of hours devoted to various categories of programs. Only this network provides such proof of performance in every category.

As the test pattern shows, one network offers both viewer and sponsor the best of everything. No doubt that's why sponsors each year invest greater sums in the nation's largest single advertising medium, the CBS TELEVISION NETWORK

How tv viewing creates new home needs

Television, radio and hi-fi made a major impact on the big 1961 winter international home furnishings market this month in Chicago. Although the tv-radio phase of the market was negligible only a few years ago, manufacturers this year estimated they will enjoy a multi-million dollar business in a wide range of "go with" furniture and fixtures.

Then there is television's wonderful "secret ingredient" that keeps home furnishing manufacturers smiling. Since the advent of tv as the entertainment center of the home—with hours of daily viewing—rugs, chairs, sofas, etc., now are just wearing out faster. "So we sell them something new."

New money makers reported at this year's market are the high-fashion space savers or coordinating cabinets that enclose the tv set, radio and hi-fi components. This has opened up complete new lines for such firms as Lane Co. (cedar chests), James-Philips Co. and Oxford-Kent. Other standard items this year include tv chairs, tables, mobile "entertainment" carts, tv trays (a luxury tv tray set by Oxford-Kent, for example, runs up to $300) and tv lamps. Design and manufacturing consultants are becoming more aware of the tv-radio potential.

This year the trend spread for the first time into the bedding industry as Dura Corp., Oak Park, Mich., introduced a motorized flexible-contour bed so Mr. & Mrs. Consumer can lounge more comfortably while watching tv.

The major radio-tv makers were not represented at the winter market, but most have permanent displays at the nearby Merchandise Mart and free buses shuttled buyers between there and American Furniture Mart headquarters. The affinity is growing stronger, furniture officials noted however, pointing out the trend to fine wood cabinets in tv sets and radio phonographs. The set makers like it, too, since it gives them display access in the furniture sections of big stores and takes them out of the mere appliance classification. There's a better profit margin, too. Several smaller set makers, however, did display at the market.

PEACEFUL TOGETHER

Broadcaster, catv spokesmen agree it's possible in talks

The failure of a relatively few operators of community antenna television systems to cooperate with local tv stations is the chief cause of confusion between catv operators and broadcasters, representatives of both sides of the argument agreed last week. Peaceful coexistence is possible between the two groups, according to several speakers at the Jan. 18 production workshop of the Radio & Tv Executives Society in New York.

On the panel were William Dalton, who took office this month as the first salaried president of the National Community Antenna Assn., Washington, D. C.; Charles H. Tower, tv vice president, NAB; and Dorothy Mugford, promotion manager-catv liaison, WNEP-TV Scranton, Pa.

Mr. Dalton identified catv systems as "service stations for dramatically increased coverage" of broadcasters' programming, messages and signals. He emphasized that catv operators are not the originators of tv programs, nor are their systems a forerunner of pay tv. The catv industry, he declared, "is just what the name implies, a television antenna service industry, and a growing adjunct of the tv broadcasting industry."

Needed: Legislation ▪ Mr. Tower, who called catv "a useful, supplementary service to television," specified "key principles" essential to working out a "reasonable relationship in the public interest": legislation to give the FCC the statutory authority it claims it needs to control, where necessary, the relationship between free television and existing catv and to control the possible future development of catv. "We would also hope for judicial recognition that broadcasters have a property right both in their signals and in the program material sent out over the air," Mr. Tower said.

Mrs. Mugsford contended catv operators and broadcasters can co-exist, and that local tv service can be improved through cooperation by catv operators, particularly in the area of local news coverage. Mr. Dalton also thought "local consciousness is growing among catv operators." But he denied claims that catv does not originate programs. The operator chooses stations and programs to feed to subscribers, he said.

During a question period, Milton J. Shapp, president of Jerrold Electronics Corp., said catv systems can operate only where economic conditions permit. He cited instances where catv has been forced to quit when new stations went on the air but he and the other speakers agreed catv systems are not solely responsible for a tv station being forced off the air. In such cases, the size of the market simply does not make it economically feasible for those stations to stay in business, he said.

WICC comes to-the-aid of strike bound commuters

Barring a weekend strike settlement, WICC Fairfield, Conn., was to continue today (Jan. 23) a travel service launched Wednesday (Jan. 18) at 6:00 p.m., when thousands of the Fairfield County commuters to New York City were affected by picketing and a shutdown of the New Haven Railroad. WICC's clearing house for non-drivers to make appointments for rides to and from their jobs handled more than 300 calls in the first 15 hours of operation. On-air announcements every 15 minutes, on both WICC and its fm outlet, WJZZ (FM), urged listeners to call a special number to report whether they needed a ride or could offer rides. Two special operators and WICC's six-man news staff processed the calls, which were said to be about evenly divided between drivers and non-drivers. The music and news station operates on a 24-hour basis. Two New York stations, WOR and WNEW, also joined in the suburban station's public service effort, informing their listeners in the normally competitive listening area of the WICC service and number.

In a further development Thursday afternoon, WICC arranged for bus service between mid-town N. Y. and points along the N. H. line. A chartered bus picked up passengers at 45th St. and Madison Ave. and people were dropped off at their respective stations. WICC planned to increase bus service if the trial run proved successful.

NAB's Voice of Democracy contest judges announced

The four national winners of the 14th annual Voice of Democracy broadcast scriptwriting contest for high school students will be selected by a board of 12 prominent Americans. Top winner and the three runners-up will be announced Feb. 22 at the annual VOD awards luncheon.

Members of the judging board are Associate Justice Tom Clark, U. S. Supreme Court; Dr. Milton Eisenhower, president, Johns Hopkins U.; Chairman Frederick W. Ford, FCC; J. Edgar Hoover, director, Federal Bureau of Investigation; Eric Johnston, president, Motion Picture Assn. of America; Sen. Kenneth B. Keating (R-N.Y.); Gen. Lyman L. Lemnitzer, chairman, Joint Chiefs of Staff; Rt. Rev. Arthur Lichtenberger, presiding bishop, Protestant Episcopal Church of U. S.; George Meany, president, AFL-CIO; Ronald Reagan, actor; Richard J. Smith, national winner, 13th VOD contest; Amy Vanderbilt, author.

The contest is sponsored by NAB, Electronic Industries Assn. and Veterans of Foreign Wars.

TOP FAVORITES?

In Rochester, New York

CHANNEL 10

Has 'Em-However You Figure!

Again, and again, and again—throughout the years—every national survey of the Rochester Metropolitan Area has shown that the great majority of TV shows that are rated tops with Rochesterians are carried on CHANNEL 10!—A mighty good reason for advertising *your product* where your sales messages will meet the most *enthusiastic* eyes and ears!

The latest NSI survey of Metropolitan Rochester (Nov., 1960) not only shows this preponderance of favorite shows on Channel 10, but also shows that Channel 10 delivers the largest *over-all* share of audience in Rochester, sign-on to sign-off, seven days a week!

4 of the top **5**

8 of the top **10**

12 of the top **15**

16 of the top **20**

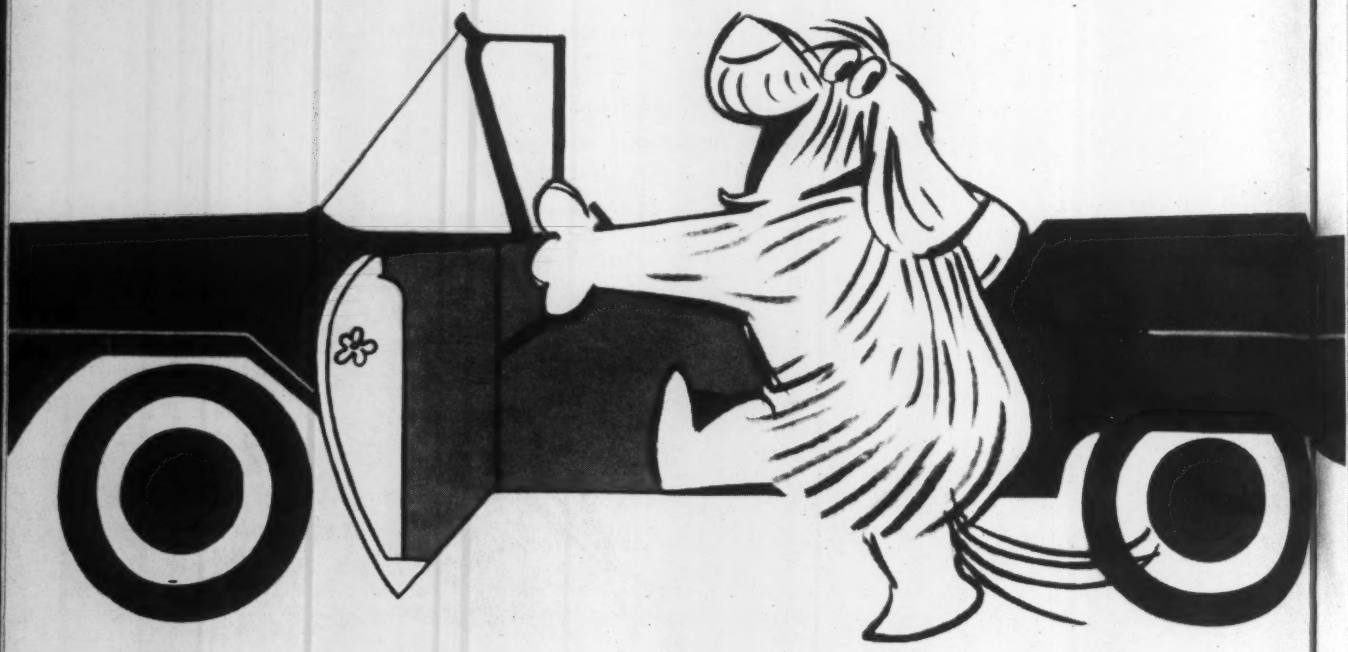
CHANNEL 10

ROCHESTER, N. Y.

WHEC-TV • WVET-TV

EVERETT-McKINNEY, INC. • THE BOLLING CO., INC. • NATIONAL REPRESENTATIVES

In TV too...
FILM does the "impossible"!



"I'VE GOT NEWS FOR YOU" . . .
"Sure, I'm Ford's shaggy dog . . . rated one of the brightest, even if I do say so myself. But, frankly, I'd get nowhere, if I weren't on film. And that, I'm told, goes for thousands of other TV commercials—animated and otherwise."

Again, the dog is right. Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration market absorption requires.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

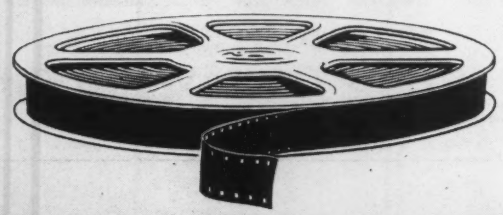
East Coast Division
342 Madison Avenue
New York 17, N.Y.

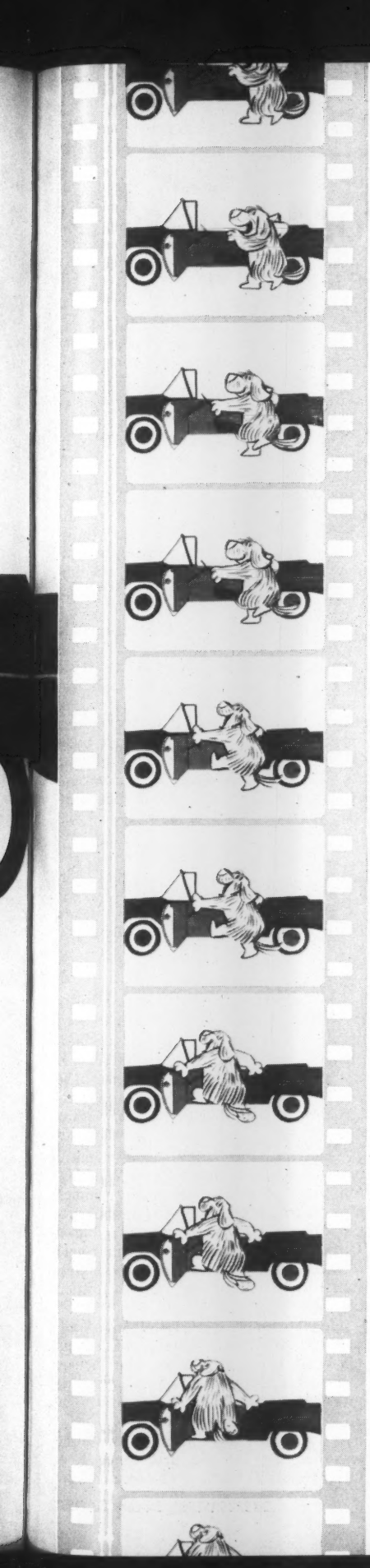
Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Ford Motor Car Company
AGENCY: J. Walter Thompson Company
PRODUCER: Playhouse Pictures—Hollywood





Riverside Church fm station on-the-air

WRVR (FM) New York, began broadcast operations on Jan. 1. The new outlet on New York City's last available fm channel (106.7 megacycles) is owned and operated by the inter-denominational Riverside Church (at W. 120th St. and Riverside Drive).

Although granted a commercial license, a church board ruled that the station would operate for the first two years on a non-commercial, non-profit, experimental basis. Fund-raising efforts during the past four years resulted in a $250,000 budget appropriation for the two-year period. Station Manager Jack D. Summerfield heads a staff of 12 full-time staff members.

Record high spending seen for radio-tv promotion

Radio and television stations likely will spend record amounts for promotion in 1961, according to results of a survey conducted by John F. Hurlbut, WFBM-AM-FM-TV Indianapolis, president of Broadcasters Promotion Assn.

The survey showed that 63% of member stations had increased their budgets on the average of 18.3% with radio slightly ahead of television by 1.3%. Audience promotion and image building were listed as the main factors influencing the increase.

Another 31% of the stations surveyed, the report said, will maintain 1960 levels of promotion budgeting, with 81% of these stations showing increases in 1960 over 1959.

In other action, BPA has authorized publication of an idea book, *The Best of BPA*, edited by Bruce Wallace, WTMJ-AM-TV Milwaukee, which will incorporate promotion and merchandising highlights of BPA's monthly bulletins.

The group also stepped up its study of manpower requirements, expanded its cooperation with colleges and universities and established liaison with the NAB, TvB, RAB and TIO.

Pulse study reports on radio's mobile audience

Radio's role as a mobile medium received added emphasis from a Pulse report released Dec. 28. It covers the out-of-home audience of 29 major markets throughout the country.

In the areas studied, out-of-home listening added 34% to the in-home audience which in terms of actual audience size meant that 5% of all families that listen to radio did so away from home during the average quarter-hour between 6 a.m. and midnight. Projected to a national level the figures showed that during the past summer more than 2½ million families joined the radio audience during the average quarter-hour throughout the day.

The peak out-of-home audience was reported in Buffalo with Los Angeles and New York next in line. The 29 markets included in the survey contain 20,514,100 radio homes, slightly more than 40% of the total in the country.

Ottumwa catv disapproved

Referendum on the establishment of a community antenna system in Ottumwa, Iowa, was roundly defeated last week when residents voted 10 to 1 against a proposal to grant Ottumwa Cable Co. a franchise for a catv operation.

The vote, largest in Ottumwa municipal elections, was 10,731 against the proposition, and only 1,214 in favor. Fight against the catv incursion was led by James J. Conroy of KTVO (TV) Ottumwa, Iowa-Kirksville, Mo. Station is ch. 3 with CBS-TV primary affiliation, but also carries NBC and ABC. Ottumwa Cable Co. was reported to be Jerrold Electronics Corp., Philadelphia, installation.

CBS news fellowships

Applications are open for eight CBS Foundation news fellowships to be offered at Columbia U. for the academic year 1961-62, Ralph F. Colin, foundation president, has announced. Applications close Feb. 28 with winners being announced in April.

Those eligible are employes in broadcast news and public affairs programming at CBS-owned radio and tv stations, CBS-affiliated stations, non-commercial educational outlets, and teachers of courses in news and public affairs. Fellowship grants average about $8,000 each for tuition and living expenses. Application forms may be obtained from CBS Foundation Inc., 485 Madison Ave., New York 22, N. Y.

Media reports

Eye-to-eye ▪ A study published by the U. of Wisconsin Television Lab. (Research Bulletin No. 14) discloses no evidence to support the hypothesis that eye-to-eye contact in television instruction makes that instruction more effective. The test sought to determine the impact of eye-contact manipulation in three video tape closed circuit teaching experiments, each having a different degree of direct looking into the tv pickup lens (hence, viewer's eyes) by the instructor.

Rising to new heights ▪ KROC-TV Rochester, Minn., reports that its new 1,250-foot tower was placed in operation on Dec. 17. It replaces a 625-foot tower.

FCC prepares to okay Hartford pay tv

RKO GENERAL READY TO START THIS FALL IF ORDER'S MADE FINAL

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Conditions Are Key ▪ The commission's statement instructed the staff to write up an order permitting the test "under specified conditions."

Although no specifics were divulged, it was presumed these conditions would follow, in general, the elements suggested by the Broadcast Bureau in its 1959 Third Report and in its proposed findings and conclusions submitted last month (BROADCASTING, Dec. 5, 1960).

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Whether the commission has accepted any of the suggestions made by Connecticut Committee Against Pay Tv is not known. The theatre-sponsored committee asked the commission to impose various restrictions on the test.

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Landis says FCC must consider programming at renewal time

James M. Landis, the administrators' administrator in the Kennedy administration, is certain that the FCC must have the right to look into programming.

The commission has always looked at programming, Mr. Landis said in his usual gruff manner the other day, whenever it has made a choice between rival applicants for radio or tv licenses.

What it has never done, the former Harvard Law School dean said, is consider programming when a station license comes up for renewal.

"After all," he asserted, "the licensee offers to serve the public when he applies for his license. Somebody has to check to see whether he is or not. Who else but the FCC?"

Mr. Landis was interviewed in his Jefferson Place, Washington, office in the midst of hectic telephone calls and the coming and going of aides. He is special assistant to President Kennedy with the prime job of working up legislation to give the President the power to reorganize and revamp government departments and agencies. His number one responsibility is to woo Congress to empower the President to make these moves where it is deemed desirable. Congress would be able to veto specific actions it was opposed to.

This is the method recommended by Mr. Landis in his report to President Kennedy on the regulatory agencies. The report was made public just before New Year's Day (BROADCASTING, Jan. 2). Mr. Landis is an acknowledged authority on administrative law and was asked to survey the regulatory agencies by the President two days after the Nov. 8 election.

In this report, Mr. Landis was particularly harsh in his comments on the FCC. He likened some of its procedures as having an "Alice in Wonderland quality" and expressed dismay at the commission's seeming inability to resolve long-standing problems, like the vhf-uhf situation. He was critical, also, of what he said was the FCC's lack of standards in judging applicants for broadcast licenses.

On the Right Track ▪ The FCC's activity on programming in recent months is a "step in the right direction," Mr. Landis observed. "What the commission is doing now is a good thing," he said. He referred, he said, to the FCC's policy statement last year on programming, and to the establishment at the FCC of a complaints and compliance division. Included in the activities of this group, it has been determined, is program monitoring of stations at renewal time (BROADCASTING, Dec. 19, 1960).

When President Kennedy receives authority to make changes in the organization of government agencies, Mr. Landis explained, he will set up a "task force" to look into the FCC. This group will submit its report to him, he said, and he, in turn, will pass it on to President Kennedy.

Although declining to mention the names of those who might be called on to serve in this study force, Mr. Landis acknowledged it would comprise "knowledgeable" people in the communications and broadcasting field. It will be empowered, he said, to study the FCC from stem to stern. It will talk to commissioners, staff members, industry figures and representatives of public organizations.

The FCC study, he observed, cannot properly be done without taking into consideration the fundamental policies underlying broadcasting in the United States. "I don't see how you can separate the two," he said. He refused, however, to hazard any guesses as to what might be the outcome.

Mr. Landis is on record as believing there might be some good in the establishment of a government operated network, similar to Britain's BBC or Canada's CBC. He made these observations on a Mike Wallace interview over WNTA-TV New York Jan. 12. Before any sinister motives are laid at his doorstep because of these remarks, he explained the other day that these observations were made in response to a direct question from Mr. Wallace.

"Mike asked me whether I thought the government ought to look into the idea of setting up a federally run network in television, like the BBC and the CBC," Mr. Landis said. "I said yes, the government might look into that. I don't have any hard and fast ideas on the subject, although I do feel that the BBC has brought some very high quality programs to the British people."

Minow Appointment Good ▪ The selection of Newton N. Minow, Chicago law partner of Adlai Stevenson, as chairman of the FCC is a good appointment, Mr. Landis said. He added he liked especially what he had heard about Mr. Minow's experience in Washington. Mr. Minow was law clerk to Chief Justice Fred M. Vinson in 1951. Mr. Landis said he had not personally recommended the young Chicago lawyer for the FCC chairmanship, but that he had "screened" him, among others, for the job.

Mr. Landis said he feels the major current problem at the FCC is the future of vhf and uhf television. He said the pending FCC vhf drop-in policy seems to be a step in the right direction; if actually carried out it

House Commerce Committee, House Speaker Sam Rayburn (D-Tex.), the two Illinois senators, Everett Dirksen (R) and Paul Douglas (D), and Senators John Pastore (D-R.I.), chairman of the Communications Subcommittee, Mike Monroney (D-Okla.), and Mike Mansfield (D-Mont.), majority leader.

Sen. Magnuson told Mr. Minow that a confirmation hearing would be held within two weeks after the committee officially receives the FCC nomination from the White House—probably early this week. Since the term for which Mr. Minow was appointed runs only until June 30, the Commerce chairman and the FCC chairman-designate also discussed the probabilities of a second confirmation hearing within a few months—when the latter's name is sent to the Senate for a full seven-year term.

Mr. Minow said it is his understanding that it will be necessary for the committee to consider him twice although the possibilities of a single confirmation session are being explored.

A Month Needed ▪ A law partner of U. N. Ambassador Adlai Stevenson, Mr. Minow said that he would need "a minimum of a month" to wind up his business affairs before he joins the commission. He is hoping for more time, he said, and would like to wait until mid-March before becoming FCC chairman.

When that happens, Chairman Ford will revert to the status of commissioner and Republican Charles H. King, serving under a recess appointment, will leave the FCC. Commissioner King was appointed last summer to fill the unexpired term of former Chairman John C. Doerfer, who resigned.

In between official talks and visits, Mr. Minow and his wife were busy last week attending inauguration activities. And, while her husband was busy during the day, Mrs. Minow was futilely house hunting. The Minows returned to Chicago Saturday without finding a place to live in Washington.

Before leaving Mr. Minow said "I had a first rate warm welcome. The commissioners and staff were as hospitable and cooperative as could be, particularly Chairman Ford. I am very grateful to the chairman."

might even make uhf more advantageous.

He explained this by stating he understood that where a vhf channel was put into a city this would restrict the wide-area coverage of existing co-channel and adjacent channel vhf stations. This, he indicated, might make uhf more attractive to potential or existing broadcasters.

Uhf, he noted, has some advantages over vhf. This is a technical thing, he said, but at bottom it is based on the fact that there is lots of room in uhf for more tv stations.

He does not, he emphasized, believe that it will be necessary to do anything drastic—like making tv an all-uhf service.

In his interview, Mr. Landis repeated many of the recommendations he made in his report. As they affect the FCC, he would ensure that the chairman has more authority. He would delegate minor functions to supervisory personnel and leave the commissioners with more time to consider over-all policy. He also would require commissioners to write their own decisions so the public and the industry would know who is responsible for the opinion. He expressed pleasure at the news that the SEC has revised its decision writing procedure to follow this formula.

The New York lawyer and chairman during New Deal days of the Securities & Exchange Commission and of the Civil Aeronautics Board has had some dealing with the FCC. He represented Skiatron Television & Electronics Corp. before the commission in its pay tv docket. He also counseled the same client in its difficulties before SEC last year when it was charged with failing to file required information.

Involved were the relations of Skiatron with Matthew Fox and his pay tv ventures.

KRON-TV wants to drop bid for Reno ch. 4

Sierra Tv Co. (KRON-TV-*San Francisco Chronicle*) last week asked the FCC to dismiss its application for ch. 4 at Reno, Nev., because the parent company has recently become "involved in other areas and situations over which it had no control." Sierra, in a comparative hearing with two other applicants for the channel, said the three-way contest ". . . will be extremely exhaustive of time and expense and will delay the advent of a new tv service in Reno."

Harold P. See, president of Sierra and general manager of KRON-TV, said no money or consideration of any kind was

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received in return for the withdrawal. KRON-TV, NBC affiliate, is involved in a fight to stop NBC's planned acquisition of KTVU (TV) Oakland-San Francisco.

Remaining Reno ch. 4 applicants are Rocky Mountain Telestations (same ownership as KTWO-AM-TV Casper, Wyo.) and Circle L Inc. (E. L. Cord, who also owns KFAC Los Angeles). Three other former applicants also have dropped out.

KLFT charged with willful violations of FCC rules

Leo Joseph Theriot, owner of KLFT Golden Meadow, La., was ordered by the FCC last week to show cause why the station's license should not be revoked because of alleged "willful and intentional" violations. Cited by the commission were (1) failure to employ a full-time first class operator; (2) failure to maintain annual equipment measurements; (3) failure to maintain the Conelrad receiver properly; (4) failure to make proper technical entries in the operating log; (5) failure to take necessary protective measures, and (6) failure to reply to commission's inquiries.

The commission noted that at a personal inspection of the station in May, 1960, the violations were discussed with Mr. Theriot and again last November by the engineer in charge of the New Orleans field office. In a reply to various commission inquiries and warnings, dated Dec. 16, 1960, KLFT indicated that it still did not have a first-class operator employed full-time and that steps to correct other cited violations had been taken "at some indefinite date."

WSTS license shortened as FCC strikes again

A license renewal for only 14½ months—as compared to the normal three-year period—was granted to WSTS Massena, N.Y., by the FCC last week. The agency also suspended the general manager's operator's license for two months.

The Commission said the short renewal was granted because of past technical violations involving transmitter operations, equipment readings, measurements by unlicensed personnel and failure of the station to maintain required operating log. These violations occurred under the supervision of Jack Kessler, general manager, the FCC said, in suspending his radiotelephone first-class permit.

This is the second time the commission has invoked its new authority from Congress to issue short licenses. The first instance was last month when the licenses of five stations owned by Richard Eaton were renewed for 15 months (BROADCASTING, Dec. 12, 1960).

SEC. 315 HEARING SCHEDULED

FCC, networks, NAB and other officials will tell Pastore subcommittee what to do about amendments

FCC members, top network and NAB officials and others will give Congress their views next week on how well last year's temporary suspension of Sec. 315 of the Communications Act served the public interest.

The Senate Commerce Committee's Communications Subcommittee, headed by Sen. John O. Pastore (D-R.I.), announced Thursday (Jan. 19) that it would hold hearings Jan. 31 and Feb. 1 on the effects of the temporary suspension.

Already scheduled to appear are FCC Chairman Frederick Ford, NAB President Leroy Collins and CBS President Frank Stanton. As of late last week, NBC, ABC and Mutual had not yet announced who would represent those networks at the hearings.

Sen. Pastore has indicated that the hearings will help to shape his views on how extensively Sec. 315 should or could be revised. He has said that he personally is "inclined to lean" in the direction of complete repeal of the equal-time section (BROADCASTING, June 20, 1960), although he felt last week there is "no chance" of such repeal by Congress. But he does feel that some "compromise idea" might be found.

Great Gains ▪ The broadcasting industry, he said, "has come of age . . . and in view of the experience of the last exemption, it might be worthwhile to experiment with a further liberalization [of the equal time proviso]—to explore the possibility of allowing broadcasters to exercise more personal discretion" in political programming.

He thinks the gains for the public could be great. "If you unshackle them (the broadcasters) with regard to present prohibitions you might get a broader display" of public affairs and educational programs, he said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the subcommittee's parent Commerce Committee, has already introduced legislation (S 204) that would make permanent last year's temporary suspension as it applies to presidential and vice presidential candidates. But Sen. Pastore said that he would "search out" suggestions, in the coming hearings, as to "how far we could go" in freeing broadcasters from Sec. 315's restrictions.

At the same time, however, he sees difficulties involved in winning congressional support for even a limited measure like the Magnuson bill. "Some people say, 'What about a third party—its rights should be protected,'" Sen. Pastore said. "It's difficult to devise a formula for protecting a third party. Should it be done by law—or left to the discretion of the broadcaster."

An intensive study of how fairly the networks exercised the freedom granted them under the temporary suspension of Sec. 315 is now being concluded by the watchdog unit of the Communications Subcommittee.

This three-man group, headed by Sen. Ralph Yarborough (D-Tex.), was expected to hold hearings this week as a climax to the investigative aspect of its work. However, the unit last week was not ready to announce dates for the hearings or the names of the witnesses who will be called. The watchdog group is scheduled to go out of existence on Jan. 31.

Money settlement asked in Medford ch. 10 case

KMED Medford, Ore., and its two competitors for ch. 10 Medford have asked the FCC to approve an agreement whereby KMED will pay the other two a large portion of their "legitimate and prudent" expenses in return for dismissing their applications.

The two applicants who want to drop out are TOT Industries Inc., which would receive $6,700, and Medford Telecasting Inc., which would get $9,300 from KMED (Radio Medford Inc.). The three applications were set for hearing in March 1960 and the dismissal agreement was reached last October. The actual agreement filed with the FCC last week was dated Jan. 10.

Sec. 311 (c) of the Communications Act was amended last September to require that all details of such agreements between competing applicants receive prior FCC approval. Late last month, Chief Hearing Examiner James Cunningham refused to approve a similar agreement in an am case and asked for more details on expenses claimed (CLOSED CIRCUIT, Jan. 2).

In an affidavit filed last week TOT President John F. Williams said his company's actual expenses in prosecuting its application exceeded $9,000, including legal expenses of $7,475.43 ($6,723.55 of which went to Hearne & Spillane, San Francisco law firm), engineering, $1,284, and miscellaneous, $697.80.

Medford Telecasting expenses were more than $10,000, according to President Clarence E. Wilson (51% owner of KGRL Bend, Ore.). This was broken down into $8,742.22 legal, $672.81 en-

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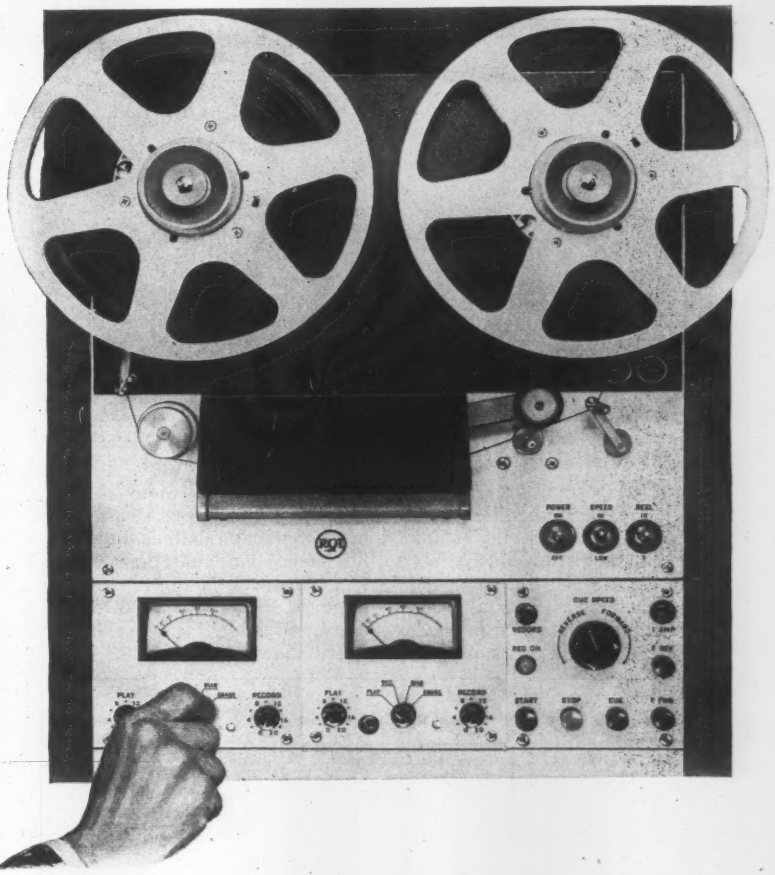

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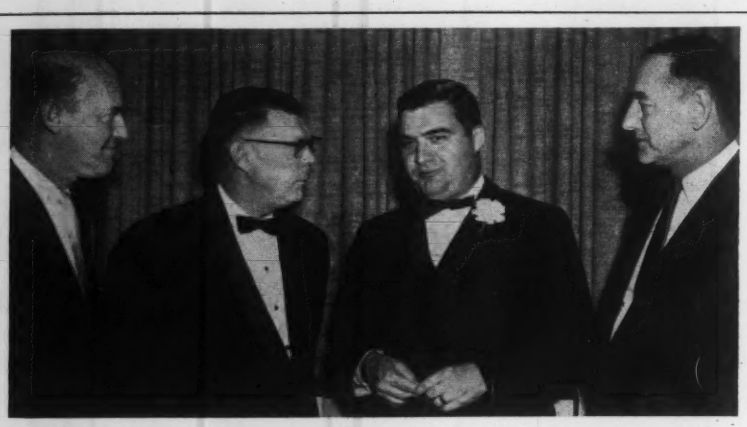

An arrival and a departure

James C. Hagerty, retiring as news secretary to President Eisenhower, and Pierre Salinger, arriving as news secretary to President Kennedy, were honored Jan. 16 at a reception held by the Broadcasters Club of Washington. Prominent figures in Washington life joined club members in paying tribute to these key news sources. L to r: Robert K. Richards, head of public relations firm bearing his name and club president; Mr. Hagerty; Mr. Salinger; Joseph E. Baudino, vice president of Westinghouse Broadcasting Co. and club board chairman.

gineering, and $750.21 miscellaneous. Of the legal fees, Washington lawyer Samuel Miller (who charged $150 per day) was paid $3,008, Cottone & Scheiner, $2,783.95, and Frohnmayer, Lowry, Hogan & Deatherage, $2,946.27.

The joint petition said the agreement is consistent with the 1960 amendment on dropouts and payoffs and that the money wouldn't be paid to TOT and Medford Telecasting unless and until KMED receives a final, unappealable grant.

Westinghouse supports Kahn's CSSB system

Proponents of compatible, single sideband am broadcasting won a strong ally last week when Westinghouse Broadcasting Co. recommended that the FCC permit the use of this system.

Westinghouse, which has experimented with a Kahn Labs adapter for six months at KDKA Pittsburgh, reported it finds the claimed benefits of CSSB to be true.

The Westinghouse comment and one from Kahn Labs were the only reply comments filed with the FCC last week. The first comments on the Kahn Labs proposal were filed last Nov. 30. The only outright opposition came from Collins Radio Co.

An initial lukewarm comment from Electronic Industries Assn. was revised in a letter from EIA General Counsel John B. Olverson to the FCC saying that until it has sufficient information to make a judgment it neither supports nor opposes the Kahn system.

Favoring adoption of the CSSB concept in the Nov. 30 comments were RKO General Inc. and a group of radio stations.

The Westinghouse report last week stated the Kahn CSSB system would decrease noise, reduce co-channel and adjacent channel interference, improve audio fidelity and provide more than the usual protection from improperly shielded tv receivers. The stability of the Kahn device is "excellent," Westinghouse said.

Kahn Labs' reply was directed principally to the objections raised by Collins. Collins, the Kahn pleading stated, has "made it clear that it has not made a reasonable study of CSSB and does not understand or appreciate the proposal." Kahn then answered Collins' objections point by point.

The Kahn petition for rulemaking was filed Dec. 31, 1959. The commission issued a notice of inquiry last June, with comments filed Nov. 30.

Political use of WEBY alleged in renewal case

Charges that a broadcaster used his station as a propaganda weapon in a political vendetta were reintroduced at the FCC last week in connection with the application for license renewal of WEBY Milton, Fla.

The charges were first made over a year ago (BROADCASTING, Nov. 30, 1959) when former Santa Rosa County Commissioner Clifford Wilson and others urged the commission to revoke Clayton W. Mapoles' license for WEBY and WBLO Evergreen, Ala. At that time the FCC said it would consider the allegations against Mr. Mapoles' character when the licenses came up for renewal.

The petitions were filed by several Florida political figures who said Mr. Mapoles and a newscaster in his employ, Ben Henry Pooley, had used newscasts containing editorial comment to conduct political campaigns against candidates of a rival faction without affording them time for reply. The current request was signed by Mr. Wilson, who claimed that scurrilous innuendoes on Mr. Pooley's newscasts (that Mr. Wilson stole gasoline from the county) had damaged his reputation. He also resented the newscaster calling him "Super Octane" and claimed his child also was defamed during the political campaign when he was called "Little Super Octane."

Mr. Mapoles also was charged with attempting to prevent, by unlawful means, establishment of a second radio station in Milton and to coerce advertisers into boycotting the new station when it went on the air.

Mr. Mapoles claimed all charges were untruths and exaggerations when they were first presented in 1959.

Answers favor FCC owner rule revisions

General approval of the FCC's proposed rule relaxing multiple ownership requirements was expressed in the three comments filed last week.

McKenna and Wilkinson, Washington law firm, endorsed the portion of the FCC proposal exempting interests of less than 5% in small corporations from multiple ownership rule. The firm suggested that this exemption be broadened to include similar holdings in such arrangements as limited partnerships and joint ventures. A good part of its comment was directed at the language of the proposal: defining an "interest" in a company in terms of a "substantial voice" in its management is too broad a term, McKenna and Wilkinson stated, adding that such a definition could be interpreted in many ways and therefore would not be a sound rule.

Southwest States Inc., licensee of KROD-AM-TV El Paso, KZII (TV) Amarillo and KOSA-TV Odessa, all Texas, supported the FCC proposal on grounds it would provide added service to the public. International Good Music Inc., licensee of six fm stations and (through its president) of KVOS-AM-TV Bellingham, Wash., approved the rule also, citing a case in its company where a 4% owner desires to operate his own fm in a market far removed from those served by International's stations and can do so if the FCC proposal is adopted.

Deadline for commenting on the proposal was Monday, Jan. 16.

$13.5 MILLION ASKED FOR FCC IN '62

Broadcast Bureau gets big boost in Ike's last budget

President Eisenhower, in the final budget submitted by his administration, last week asked the Congress to appropriate $13.5 million for the FCC for fiscal 1962. This is the amount he requested for the current fiscal year, ending June 30, but is some $900,000 more than Congress provided.

The Eisenhower budget—which is certain to be revised by President Kennedy—also recommended $9.6 million for the Federal Trade Commission, an increase of $1.6 million over the funds granted the FTC by Congress this year. A request for additional funds for checking on deceptive advertising practices accounts for almost one third of the increase.

The FCC budget includes a request for $1 million to continue the special two-year uhf study. Congress appropriated the same amount to get the study started in fiscal 1961.

With the number of stations (am, fm and tv) regulated by the FCC continuing to rise, the budget asked an increase of $300,000, to $2.9 million, for the FCC to conduct its activities in this field. The budget estimated the commission would be regulating 6,272 stations by the end of fiscal 1962, compared with some 5,800 by June 30, 1961.

Permanent jobs at the FCC are expected to increase further during the coming year—to 1,563 from 1,483. FCC employes earn an average annual salary of $7,516, but this figure is expected to drop slightly during fiscal 1962.

The FTC budget contains a request for $2.4 million for the investigation and litigation of deceptive practices. This is some $400,000 more than is expected to be spent for this purpose in the current fiscal year. The message accompanying the budget said that "field investigation and trial of deceptive practice cases will be expedited" in 1962.

A request of $110.6 million was included for the U.S. Information Agency, some $700,000 more than is expected to be spent by the agency by June 30. Of the 1962 total, $18.8 million would be for the Voice of America and $1.9 million for tv. In the current year, VOA was given $18 million and the agency's tv service, $1.4 million.

The budget also recommends appropriations totalling $1.1 billion for the National Aeronautics & Space Administration, with $65 million earmarked for communications and meteorological satellites. In the current year, with NASA appropriations totalling $864 million, only $20.2 million is being spent in the field of satellites.

Appropriations requested for the Dept. of Justice totalled $294.2 million, of which $5.5 million would finance the department's antitrust division. Comparable figures for the current year are $285.3 million and $4.76 million.

In his message, President Eisenhower recommended legislation to strengthen the position of the chairmen of the FCC and other independent agencies "by vesting in them the executive and administrative duties of their agencies."

Bennett continues 'Untouchables' fight

The fight of James V. Bennett, federal director of prisons, against ABC and its top rated tv program, *The Untouchables,* moved on three fronts last week.

- Attorney General William P. Rogers called the episode another example of the lack of responsibility on the part of broadcasters.
- FCC Chairman Frederick W. Ford asked Mr. Bennett for more details and promised to forward his complaint to the stations involved.
- Sen. Warren G. Magnuson (D-Wash.), chairman of the powerful Senate Commerce Committee, asked Mr. Bennett to come over for a personal meeting this week.

Mr. Rogers' observations were made in a letter to Sen. Andrew F. Schoeppel (R-Kan.), ranking Republican member

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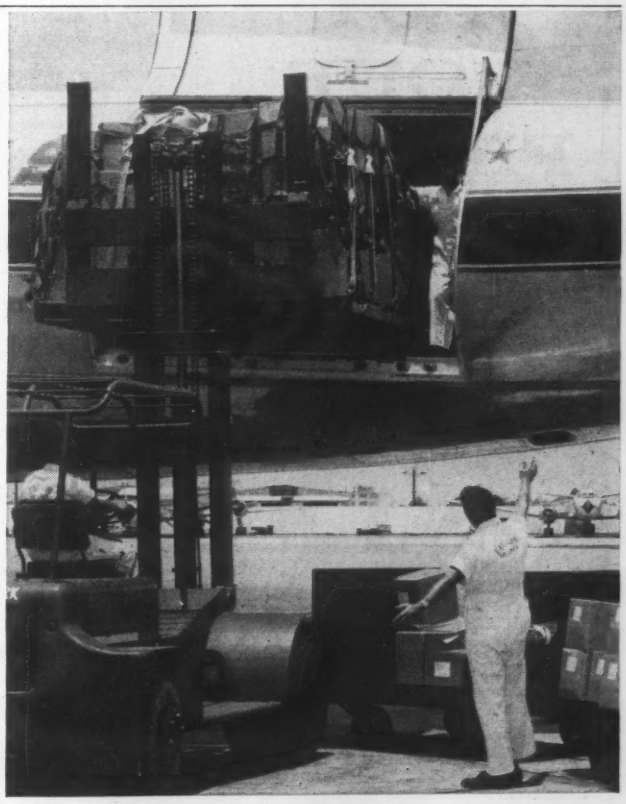


of the Senate Commerce Committee. Sen. Schoeppel had expressed an interest in the case. Mr. Rogers wrote;

"The program here involved seems to me, like payola and the quiz shows, [to be] another example of broadcasters failing to fulfill their duties as trustees for the public, for it should have been obvious to them and the producers that the use of the semi-documentary form would mislead many watchers into believing that the venality and brutality of the officers of the prison service in fact existed."

What irked Mr. Rogers and the U. S. Prison service particularly, according to Mr. Rogers, was that the two segments of *The Untouchables,* Jan. 5 and 12 relating to gangster Al Capone's transfer from Atlanta federal penitentiary to Alcatraz showed prison guards accepting bribes and in one instance aiding an alleged attempt by Chicago hoodlums to rescue Capone from the train.

Mr. Rogers called these portrayals "unfounded insinuations of corruption and venality upon the federal prison service."

Mr. Bennett's first attack, after the Jan. 5 episode, was to ask ABC to halt the second chapter showing of the program.

He also warned the ABC-owned stations, as well as four Florida ABC-affiliated stations that he would seek to oppose their license renewals if they showed the second part. None acceded to this threat.

Following this, Mr. Bennett wrote letters of protest to the FCC and to the commerce committees of both houses of Congress.

Rep. Oren Harris (D-Ark.), chairman of the House committee, said he had received Mr. Bennett's letter but that no meeting has been arranged.

In the Hill hopper...

Here, in capsule form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 1850. Rep. James C. Wright Jr. (D-Tex.)—Would establish a program of exchange visits from Latin America of labor leaders, college professors and persons in news work, including radio-tv. Foreign Affairs Committee. Jan. 4.

HR 1942. Rep. Carroll D. Kearns (R-Pa.)—To create a program of grants, totaling $5,200,000 annually, to states for development of programs in the arts and allied fields, including radio and television. Education and Labor Committee. Jan. 6.

HR 2227. Rep. Frank Chelf (D-Ky.)—Same as HR 1942.

HR 2297. Rep. Eugene Siler (R-Ky.)—Makes it unlawful to advertise alcoholic beverages, by broadcasting or other media in interstate commerce and provides for the fine or imprisonment of violators. Commerce Committee. Jan. 9.

HR 2501. Rep. John S. Monagan (D-Conn.)—would reimburse major political parties up to $1 million and minority parties up to $100,000 for radio-tv time purchased in behalf of presidential and vice presidential nominees, provided the parties seeking reimbursement hold their nominating conventions on or after Sept. 1 of the election year. Administration Committee. Jan. 12.

HR 2745. Rep. Thomas G. Abernathy (D-Mass.)—would provide that daytime-only broadcasting stations be permitted to operate at least from 6 a.m. to 6 p.m. Commerce Committee. Jan. 16.

HR 1008. Rep. Oren Harris (D-Ark.)—Would authorize the House Commerce Committee to conduct investigations and studies into communications and other matters. Rules Committee. Jan. 16.

Disagreement over where new Nebraska tv should be

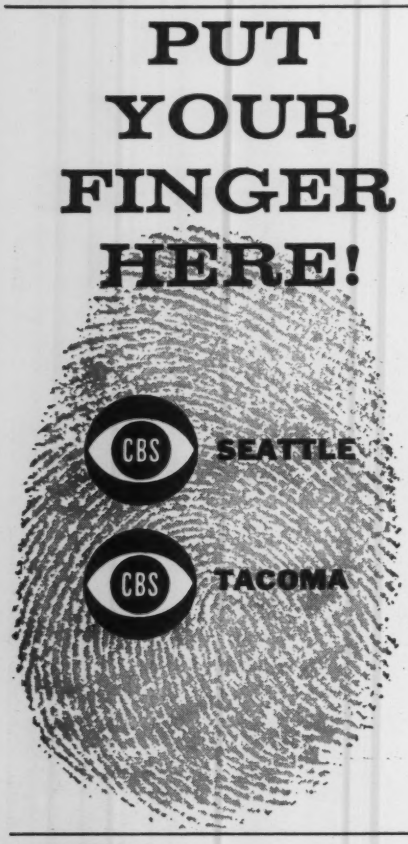
Comments favoring an FCC proposal to add another vhf tv channel to provide service to "white" areas of Nebraska have been filed with the commission. Disagreement arose over where the channel should be assigned.

In the Nebraska case, Bi-States Broadcasting Co. (KHOL-TV Kearney and satellite KHPL-TV Hayes Center) filed three documents. One requested that ch. 4 be allocated to Superior and stated it would apply for that channel to operate as another KHOL-TV satellite; it claimed that area is under served. Another requested that the FCC add ch. 8+ to Albion, Neb., which it considers another under-served area. Its third was a request for extension of time until Feb. 17 to file its reply comments, which the commission granted Jan. 16.

Opposing Bi-States was the Nebraska Council for Educational Television. It offered as a counterproposal that ch. 4 should be assigned to Kearney; ch. 3 and ch. 8 to Bassett and Albion, respectively; ch. 13 and ch. 9 to Alliance and North Platte, and that all be reserved for noncommercial educational use. It said this would afford the council a statewide tv network that it could inaugurate and maintain.

KTIV (TV) Sioux City, Iowa, also opposed the Bi-State request on grounds that a ch. 4 in Superior would interfere with its own ch. 4 operation. It urged the FCC to defer its final decision until it had settled the question of allocations on a nationwide basis.

Mia Enterprises urged the commis-



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CHANNEL 11
CBS Television for Seattle, Tacoma and the Puget Sound Area

Hidden talent

Presidential News Secretary Pierre Salinger went to Jack Paar's NBC-TV show on Wednesday (Jan. 18) to talk but stayed to play the piano. A onetime child prodigy, the newsman played an untitled, Gershwin-like composition of his own that won rare recognition—applause from the studio orchestra. The impromptu concert was suggested by Mr. Paar when he learned Mr. Salinger had hidden talent.

sion to deny the Bi-State proposal and to allocate ch. 4 to Beatrice, Neb., in which case Mia would apply for it. It stated that area was just as under served as the Superior area and that although Mia would commence operations as a satellite of KMTV (TV) Omaha, it planned to expand to coverage of local news and special public affairs events. Bi-State would operate the channel only as a satellite, Mia alleged. The company had filed similar comments in the overall "interim policy" vhf drop-in proceedings (BROADCASTING, Jan. 9).

Transcontinent Television Corp., licensee of WDAF-TV Kansas City, opposed Mia's request for ch. 4 in Beatrice on grounds there would be a short co-channel separation from WDAF-TV. It also opposed the Bi-States proposal to add ch. 4 to Superior because of interference to its Kansas City outlet and proposed that if any channel should be given it should be ch. 9, further suggesting it could be either in Superior or in Beloit.

The FCC last week...

▪ Extended until April 1 date for vhf repeater (translator) stations now operating under special temporary authority to apply for regular licenses. Additional two months, from Feb. 1, were granted because of the difficulty in obtaining type-accepted vhf translator equipment.

▪ Announced that it has type-accepted vhf tv translator equipment manufactured by two additional companies. They include Mid America Relay Systems Inc. (MARS RX-17B), Rapid City, S. D., and Blonder Tongue (BENCO T-1), Newark, N. J. The commission previously accepted similar vhf translator equipment manufactured by Electronics Missiles & Communications Inc., Mt. Vernon, N. Y.

▪ Dismissed protest of KIVA (TV) Yuma, Ariz., against grant to Antennavision Service Co. of permit to build microwave facilities to service Yuma catv system with signals of four Phoenix tv stations and vacated February 1960 order which stayed grant. Commission

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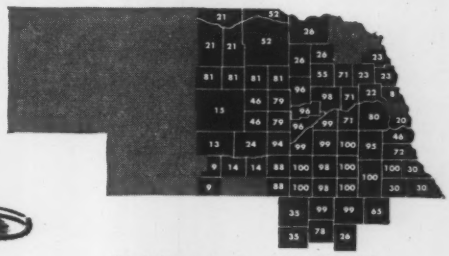

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

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MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....69,700 homes
Father Knows Best..77,700 homes
6:00 p.m. News...76,000 homes
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*February Lincoln NSI

The Folzer Stations
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WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

If you've been "prospecting" around Nebraska for big television markets, you know there are just two. One is in the extreme East where *three* top TV stations have "staked their claims."

The other is Lincoln-Land where just *one* station—KOLN-TV—holds sway. And this big market has more than half the buying power of the entire state.

According to latest Nielsen, more than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

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action came on joint petition of KIVA and Antennavision. Bruce Merrill, president of the latter, has contracted to purchase the tv station for $550,000 (CLOSED CIRCUIT, Jan. 2).

■ Granted applications for one vhf and seven uhf translator stations. The vhf translator will be on ch. 6 in Pampa, Tex. to translate programs of KFDA-TV Amarillo, Tex. Uhf grants were: ch. 72 in Mason to translate WOAI-TV San Antonio, both Texas; ch. 73, ch. 75 and ch. 83, all Memphis, Tex., to translate KGNC-TV, KVII (TV) and KFDA-TV, all Amarillo, Tex.; ch. 80 in The Dalles, Ore. and Goldendale, Wash., to translate programs of KOIN-TV Portland, Ore.; ch. 70 and ch. 74 in Grand Marais, Minn. to translate programs of KDAL-TV and WDSM-TV, both Duluth, Minn.

■ Finalized rulemaking and amended the tv table of assignments by adding ch. 19+ to Bay City, substituting ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas, all Michigan, effective March 1. The amendments stem from a joint petition by Delta College, a new institution to be located halfway between Midland and Bay City, and Mid-State Broadcasting Corp., licensee of WSWM (FM) East Lansing, Mich., who stated they proposed to apply for a station to operate on a joint basis, partly commercial and partly educational, to serve Bay City, Midland and Saginaw.

■ Finalized rulemaking and amended the tv table of assignments to add ch. 36 for educational use in Milwaukee, by substituting ch. 52 for ch. 51 in Beaver Dam, Wis., effective March 1. The Milwaukee Board of Vocational and Adult Education had petitioned for reservation of a uhf channel in addition to the present operation of etv WVMS-TV on ch. 10 in that city.

■ Denied a petition by WCTV (TV) Thomasville, Ga., to reallocate its ch. 6 to Tallahassee, Fla. Since October 1958, WCTV has been authorized to identify itself as a Thomasville-Tallahassee station. The commission felt the petition advanced no "compelling public interest considerations" to warrant the change. Commissioner Robert E. Lee dissented.

■ Set Feb. 17 as deadline for comments on a proposed rule to amend Part 4 of the FCC rules to permit the operation of uhf tv translator "on-channel" signal boosters of not more than 1 watt output power by licensees of uhf tv translator stations. The Blue Mt. Television Assn., North Powder, Ore., petitioned for the amendment to permit filling-in small "shadow" areas. The FCC did not include a request that an automatic shut-off should not be required on grounds that this can be accomplished with simple circuitry.

■ Granted a construction permit for a new tv station on ch. 12 in Alpine, Tex. to Big Bend Broadcasters with power of 0.251 kw.

Catv operator wouldn't kick sponsors out

Catv operators have emphasized, before the FCC and Congress that all they do is pick up regular tv station signals and pass them along, via cable, to their customers. Over the last five years some of them have experimented with local origination, and in a few instances with the hope of selling time. Virtually all such attempts lasted for a year or so, then were dropped. But the idea won't die down.

Latest to plan the origination of his own programs is William J. Calsam, owner of a group of four cable companies in mid-New York (Oneonta, Delhi, Norwich and Sidney). He is spending $20,000 on this installation.

Mr. Calsam has built a studio and bought two Dage cameras for his Oneonta operation. He has talked to the nearby New York State Teachers College and to Hartwick College and has been assured, he says, of program material. He also has in mind running local events, leaning heavily on personal news—birthdays, wedding anniversaries, births, deaths, etc. And if some local merchant will offer to sponsor the events, he won't kick.

But, he said the other day, furthering income is not the prime reason for undertaking a live origination; rather "it's good business sense to bring my people something more, an added attraction in order that they remain content with our service." The Oneonta cable company charges $69.50 for installation and $3.50 per month for service. It brings to its 3,300 subscribers tv signals from Syracuse, Binghamton, Albany and Utica, and a background music service.

EQUIPMENT & ENGINEERING

Single space carrier firm asked

LOCKHEED OFFERS PLAN TO FCC AND OTHER AGENCIES

Formation of a single common carrier firm for space telecommunications was recommended to the FCC, the National Aeronautics & Space Administration, Congress and other government agencies last week by Lockheed Aircraft Corp., one of the major rocket and missile companies.

The recommendation came last Tuesday (Jan. 17), one day before the FCC approved a pending AT&T application for frequencies to test out a satellite overseas communications system.

The space company would be a "joint venture" enterprise, which would undertake to launch and operate communications satellites. It would operate under common carrier rules, with its customers other common carriers now operating in the transoceanic communications field.

Based on Study ■ Basis for Lockheed recommendation was a Booz, Allen & Hamilton study called "Business Planning Study for a Commercial Telecommunications Satellite." Working with the management firm and Lockheed officials were former FCC Chairman John C. Doerfer and the Washington communications law firm of Pierson, Ball & Dowd.

The document was submitted to the FCC, NASA and other agencies.

The cost of the first telecommunications satellite system, the study estimated, would be "on the order of $260 million." The need for additional circuits was underscored by these estimates:

■ Overseas telephone calls to and from the U. S. for 1959—2 million calls, $40 million in revenues; for 1970—10 million calls and $200 million in revenues. Telex (teletypewriter circuits) for 1959—567,000 calls, $10 million in revenues; for 1970—5.5 million calls, $100 million in revenues.

The study emphasized that it deals only with commercial communications; it does not consider the question of international shortwave broadcasting.

One Year Grant ■ AT&T's grant runs to Jan. 1, 1962, and authorizes the use of 6325-6425 mc with 3 kw power into the antenna at the Holmdel, N.J., earth station, and of 4100-4200 mc with 5 watts into the antenna at the satellite. The telephone company plans to boost its active relay satellite into low orbit space before the end of the year, furnishing communications and tv circuits to earth stations in the United Kingdom, France and Germany.

The Holmdel "space center" has been

used in conjunction with tests of the NASA Echo balloon experiments. To equip it for its own experiments, AT&T will spend $106,000 on the Holmdel station, and estimates a cost of $250,000 for each of the contemplated six space satellites. The cost of launching a single satellite, including the use of NASA launching facilities, has been estimated at about $3 million. This cost also will be borne by AT&T.

The first satellite will consist of a 175-lb. sphere, four feet in diameter to be sent into a 2,200-miles-high orbit.

The FCC asked AT&T to make special tests in the 4000-6000 mc region to determine the feasibility of frequency sharing between space communication circuits and common carrier earth circuits.

In making the grant, the FCC denied an AT&T request for permission to use 6425-6925 mc for space communications on a sharing basis with mobile services now allocated to this band. This request is premature, the commission said, since there is now an FCC inquiry into the question of what frequencies should be used for space. The AT&T application was opposed by mobile services and others.

The commission warned that the experimental grant to AT&T and the frequencies authorized must not be considered as a judgment that these are the best frequencies for this new service, nor that they will be made available for such use on a regular basis.

Technical topics...

Automated playback ▪ RCA's Broadcast Equipment Dept., N. Y., has introduced a new cartridge tape recorder for commercial broadcasters that sounds a recorded tone signal to cue a second recorder to begin its playback. With the "trip-cue" technique, multiple units can be automatically started in predetermined sequence for continuous playback of music, spot announcements and other program material. The new recorder, designated the RT-7A, includes such features as all-transistor design, remote control operation and interlocked recording.

Single-sideband development ▪ Kahn Research Labs Inc., Freeport, L.I., N.Y., announces the start of production on a new single-sideband transmitter adapter capable of operation from 1 to 50 mc. The unit, model SSB-58-1B, covers standard high frequency communications and also makes practical high efficiency Class C single-sideband operation, utilizing the EER system for scatter transmission. The unit is adaptable to am transmitters to produce peak envelope power of from three to four times their carrier rating for single-sideband operation.

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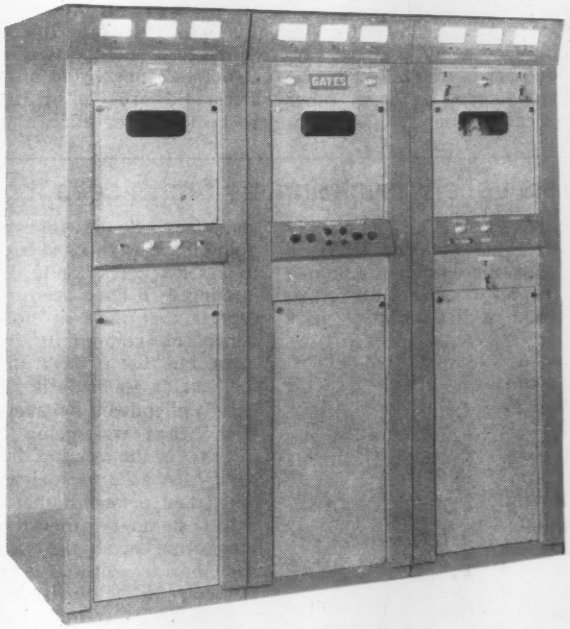
It's the *GATES* BC-5P-2



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Reade group forms new tv film company

INTERCONTINENTAL WILL PRODUCE-DISTRIBUTE

The establishment of a new tv film production-distribution company, Intercontinental Television Inc., New York, was announced last week by Walter Reade Jr., board chairman of the Walter Reade Group, which already has interests in the film production-distribution and theater fields.

Intercontinental will function as a subsidiary of Continental Distributing Inc., the motion picture production-distribution arm of the Reade organization. John Leo, formerly sales and distribution director of United Artists TV, will be vice president and general sales manager of Intercontinental, which initially will maintain headquarters at Continental's office at 1776 Broadway. Telephone number is Plaza 7-2593.

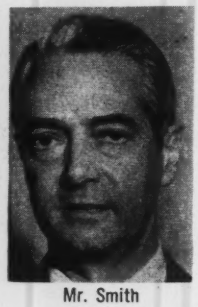
Officers and executives from other units of the Reade Group will serve Intercontinental as follows: Walter Reade Jr., board chairman; Irving Wormser, president, and Edwin Gage, Carl Peppercorn and Sheldon Gunsberg, vice presidents.

Intercontinental begins with three main packages—*Golden Time,* 39 half-hour animated programs based on the well-known Golden Books for children; *International Playhouse,* 13 90-minute dramas produced in England by John Woolf, and *Continental Feature Films,* a library of post-'48 feature movies, of which 13 will be released initially. The *Golden Time* series is being produced for tv by Intercontinental in cooperation with Fremantle International, New York, distributor of tv films abroad. It's under the supervision of executive producer Edward Cullen and is expected to be ready for telecasting in the fall; the other packages are available now.

Mr. Reade said the company hopes to become increasingly active in co-production transactions, both in the U.S. and abroad. He noted the Walter Reade Group is "not entirely new" to television, having operated WRTV (TV) Asbury Park, N. J., a uhf station, several years ago. Though the outlet has suspended operation, Mr. Reade said the company still holds a permit.

Analysis vs. editorializing, as Smith sees it

Howard K. Smith, in his weekly analysis of the news on CBS radio Jan. 15, took the changing administration as an occasion to restate his definition of the objective news analysis on his program as compared with editorial commentary.



Mr. Smith

"In its clear, extreme form," said Mr. Smith, "an editorial is free-wheeling opinion of what is right and wrong. In its clear, extreme form an analysis answers questions such as what caused a news event and what it is likely to lead to. An editorial seeks to promote action. An analysis seeks to promote understanding . . .

"Objective life and events are seldom balanced. They are mostly dis-balanced. An objective analysis must therefore be disbalanced

"There is the old, true story about the American magazine which denied that it was anti-Semitic, asserting that instead it maintained perfect balance—for every anti-Semitic article it published, it published one that was not anti-Semitic. This is balance, but it is not objectivity, truth or honesty . . .

"True events frequently offend someone. So if your analysis is going to be truthful, it is often going to offend. The State Department is alleged to have been offended by reports that there is no clear evidence of communist invasion in Laos, but that is the truth.

"Senator Kennedy is said to have been offended by reports that Catholicism was going to play a big role in the election, but it would have been a lie to analyze the campaign and disregard that truth . . .

"In summary, objective analysis may often reach the same conclusion that an editorial does. . . . It is likely to be dis-balanced in its arguments . . . It may well offend some group or institution. That is because it seeks to penetrate the meaning of life and real events. That, this analysis will strive to continue to do in what promises to be exciting, controversial, dis-balanced times that begin on Friday next."

Mr. Smith recently was the center of a difference with his superiors at CBS News, which first announced that he would appear "less frequently" on the *Douglas Edwards With the News* program. Mr. Smith declared, "The statement was in error, I will not appear at all." Sig Mickelson, president of CBS News announced: "We are hopeful and expectant that he will appear from time to time." Mr. Smith is moderator of the network's *Face the Nation.*

Public stock offering set for Screen Gems

To further the growth of Screen Gems, described by its president as "a little child of $25,000 that has grown into a $40 million business," its stock will be offered to the public.

A. Schneider, president of Screen Gems and of its parent corporation, Columbia Pictures, last week told the annual Columbia stockholders meeting that issuance of SG stock would give the company an opportunity to acquire a base for its own financing. Heretofore, it has been financed through Columbia Pictures.

The registration statement, filed with the Securities & Exchange Commission, reports Screen Gem's gross revenues from tv film rentals as $35,315,764; tv film commercial gross as $5,212,126 and total gross as $41,690,402 for the year ended Oct. 25, 1960. This compares with a total gross of $40,411,092 for the fiscal year ended Oct. 27, 1959. Net income for the 1960 period was $1,620,017 for 1960, or 72 cents per share of common, as against $1,097,907 or 49 cents per share for 1959.

Screen Gems has paid no dividends and future payments will depend on the fiscal condition of the company, the statement said.

Screen Gems has outstanding 2.25 million shares of common stock, all presently owned by Columbia Pictures. The new issue would leave Columbia holding approximately 89% of the common stock. The registration will offer 300,000 shares to Columbia stockholders and employes on a basis of one new share of SG for each five shares held in the parent corporation.

SG currently has 307 programs for first-run tv distribution. Of these 107 are produced by SG and 200 by outside producers in conjunction with that company. Subject matter runs a wide gamut —from *Winston Churchill* through *Dan Raven* to *Huckleberry Hound.*

Renumeration ▪ Complicated salary agreements and contemplated future contracts with company officers and executives were listed.

Aggregate payments to officers dur-

ing fiscal 1961 were estimated at $470,000. Mr. Schneider receives $3,000 per week from Columbia with SG paying the parent $1,000 per week for his services under a seven-year contract. Jerome Hyams, vice president and general manager, has a contract from July 1, 1959, through June 30, 1964, providing a weekly salary of $700 subject to increase the last 2½ years. Upon termination of employment he gets $200 a week for the same number of weeks he was employed. A contemplated contract will give Mr. Hyams $1,000 per week retroactive to Sept. 4, 1960, and running for five years. He will receive $625 weekly the first 2½ years after leaving SG and $875 weekly for the next 2½ years, the last increment in addition to $200 per week.

Eliot, Unger & Eliot, the tv commercials branch of SG, was acquired in 1959. Its gross operating revenue for the year ended Jan. 31, 1959, was $2,262,808; net income that year was $48,418.

CBS-TV drops western, plans to start another

Two CBS-TV network western series, one old, one new, are headed in opposite directions. *Gunslinger,* a one-hour program, starts Thursday, Feb. 9, 9-10 p.m. EST. Created and produced by Charles Marquis Warren (*Gunsmoke* and *Rawhide* are two of his other products), the series will be filmed at MGM Studios with Tony Young in the title role. The R. J. Reynolds Tobacco Co., represented by William Esty Co., will sponsor one-half of the weekly program on alternate weeks. Time for the rest has not been sold. *Gunslinger* replaces *The Witness* on the network schedule.

The other western, *Wanted—Dead or Alive,* will end its two-season network stay about the beginning of April. The show, which moved this season from choice Saturday evening time to the 8:30 p.m. period on Wednesday opposite NBC-TV's *The Price Is Right,* hasn't achieved a satisfactory rating. Brown & Williamson Tobacco Corp. and the Kimberly-Clark Corp., sponsors, plan to fill the time period with a new British mystery series, *Danger Man.*

SEC witness arrested

Morton Carlin, one of the primary witnesses against pay tv entrepreneur Matthew Fox at last year's hearing at the Securities & Exchange Commission, was arrested in New York last week on a charge of stealing $1,327,431.

In the hearing on Skiatron Electronics & Television (BROADCASTING, Jan. 18, 1960 *et seq.*) Mr. Carlin had maintained he sold stock that Mr. Fox, Skiatron franchise holder, had put up as collateral for a loan only after Mr. Fox had defaulted on payments. James M. Landis, attorney for Skiatron in the hearing, claimed the stock was offered to the public immediately after the loan was arranged and before payment was due.

The charges against Mr. Carlin, New York financier and owner of Judson Commercial Corp., include just such practices as Mr. Fox and Arthur Levey, Skiatron president, had said led to part of their trouble before the SEC at the time of the hearing.

Among Mr. Carlin's clients, according to SEC testimony, was Alexander L. Guterma, former president of MBS now in prison for stock fraud.

Unions-producers talks speed up in Hollywood

Negotiations by International Alliance of Theatrical & Stage Employes and the basic crafts unions with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers accelerated from afternoon to morning and afternoon sessions last week after IATSE President Richard Walsh arrived in Hollywood to head the union delegation.

The major demand of the unions, a 25% across-the-board increase in minimum scale, had not come up for dis-

SURE I'M A CONSUMER, BUT...

I Never Heard of You.

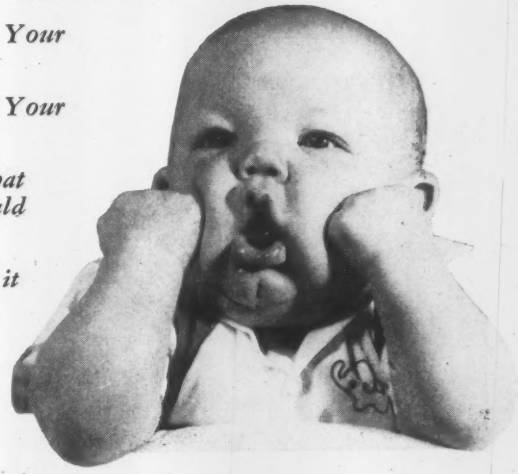
I Never Heard of Your Product.

I Never Heard of Your Company.

I Never Heard of Your Reputation.

I Never Heard what Your Product would do for me.

I'm willing to try it but I never have heard about you.



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cussion as of late last week. The chief union argument earlier had asked for a cure for what they charged was the too-frequent practice of keeping workers on the sets long past the scheduled breaks for meals. Ignoring of mealtime breaks is especially prevalent among tv film producers, who seemingly are undeterred by the present time-and-a-half penalty, the unions claimed. IATSE has proposed raising penalties to double time for the first half-hour's delay and triple for any further delay, over and above regular pay for the period.

Program notes...

New series ▪ A pilot of a new hour-long color tv series, *Sebastian,* will be filmed in February, according to Harold Goldman, president, Television Enterprises Corp. Ted Post will produce and direct the pilot, written by Frederick M. Frank, with Herb Stewart in charge of production supervision. Dimitri Tiomkin will do the musical score. Bill Troy will be featured in the series. Mr. Goldman, former executive vice president of National Telefilm Assoc. who recently joined Famous Artists Agency, has resigned from that company to devote his full time to television enterprises for which he is now seeking suitable headquarters in the Los Angeles metropolitan area.

Bugs, Porky & the gang ▪ King Features Syndicate has been appointed European merchandising representative for Warner Brothers' television and cartoon characters. The company will handle merchandising tie-ins in all European countries except the United Kingdom and Eire. Walter Tuckwell & Assoc., London, holds that franchise. Games, records, toys, premiums and children's publications are included in the deal.

Bureau moved ▪ To speed coverage of the current crisis in Belgium, Westinghouse Broadcasting Co. has transferred the London staff of its European News Bureau to Brussels for the duration of the political strife there. Rod MacLeish, bureau chief, is feeding news reports via direct line from Brussels to 11 WBC radio and tv stations, supplemented by delayed news briefs, commentary and film.

Two more ▪ The addition of two new stations, WDAF-TV Kansas City, Mo. and WBNS-TV Columbus, Ohio, increased to 60 the number of stations which have accepted the new tv series *International Zone,* commissioned by U. S. Broadcasters' Committee for the United Nations. The series of 13-half-hour programs is hosted by Alistair Cooke and is produced under the supervision of United Nations Television.

Breaking the news ▪ A new radio news-gathering organization has started full-time coverage of the New York metropolitan area. Jay Levy, formerly city editor of WADO New York, has launched Radio Pulsebeat News with headquarters at 153-27 Hillside Ave., Jamaica 32, N. Y. With a news crew

It's not a rip 'n' read job anymore

Time was when all a news director had to do was tear copy off the teletypes and maybe supervise on the sidelines at a fire. Nowadays, as the above pictures demonstrate, going where the story is can provide a good deal of wear and tear on a tv news director.

At right, Doug Davenport, news director of WISN-TV Milwaukee (circled) is preparing to descend to the bottom of Little Muskego Lake. A trained scuba diver, Mr. Davenport assisted in recovering the bodies of three young girls, whose convertible plunged through thin ice while they were joyriding the night of Jan. 2. The car was upended on the lake's bottom 25 feet below. WISN-TV claims Mr. Davenport was first on the air with complete coverage of the tragedy and its aftermath. The bodies were recovered in sub-freezing weather.

At left WLWD (TV) Dayton, Ohio, News Director Ed Hamlyn (foreground) with a microphone around his neck, is recording sound-on-film while floating under conditions of zero gravity. Bob Phillips, WLWD cameraman, was strapped to the floor of the jet tanker in which the air force was testing the effects of weightlessness on the human body. "A weird experience," reported Mr. Hamlyn, "It's like swimming under water, but with no control over one's movements." He added that the conditions upset his stomach to the point where recording the sound-on-film was extremely difficult.

of 27 men working on a 24-hour basis, RPN is manning city-wide news centers with staff reporters, while others carrying battery-powered tape recorders cruise the area to gather spot news. RPN's telephone: Axtell 1-4320.

Aux armes ▪ United Press Movietonews, N. Y., is finishing a half-hour documentary, *DeGaulle and the Six-Year War*. It will be offered to tv stations on a first-come-first-served basis. Both English and Spanish narrated versions are available.

Networks cover big show despite big snow

The nation was given a vivid account of the Kennedy inauguration ceremonies in Washington Jan. 20 despite a severe blizzard that disrupted long-range planning by network crews.

Hazardous traffic conditions, paralyzed air transport and fouled-up arrangements made the coverage job more difficult but radio and tv managed to give practically normal service under difficult weather handicaps.

NBC-TV provided color coverage of the inaugural parade and black-and-white versions of other developments. Purex Corp., through Edward H. Weiss Co., Chicago, sponsored coverage starting at 11 a.m. and including the inaugural ball. NBC News once again used the private news wire first employed at the July political conventions, with 15 reporters covering locations and feeding a news desk of five. The network used a Cadillac remote car behind the President in the inaugural procession and added a Lincoln mobile unit to follow the vice president. A candid camera was stationed in Georgetown to catch the President as he entered his home across the street.

Chet Huntley and David Brinkley were key figures in the coverage but Mr. Brinkley had to do a solo Thursday night when his partner was lost in the greatest traffic jam in Washington history.

CBS-TV used Paul Levitan, special events director, to coordinate coverage around the city. He was stationed at master control in the Raleigh Hotel on Pennsylvania Ave. Except for the inaugural address, which was on a non-sponsor basis, CBS-TV coverage was sponsored by the Savings & Loan Foundation Inc., Washington, through McCann-Erickson. Hanes Hosiery Mills, Winston-Salem, N. C., bought the inaugural ball coverage through J. R. Flanagan Adv., New York.

ABC-TV used a new fully transistorized image orthicon camera for the inauguration, a portable 12-pound Dage-built unit assigned a position opposite the White House. Some 20 ABC-TV cameras were stationed around the Capitol and along the parade route.

Mutual scheduled seven hours of on-the-scene coverage, including commentaries by Arlene Francis, Dorese Bell and Tony Marvin.

Kennedy set for live 'open end' tv conference

The first live coverage of a presidential news conference in history will take place Jan. 25 when President Kennedy meets correspondents in the State Dept. auditorium in Washington.

While no understanding exists about the timing of the conference, other than its 6 p.m. opening, all major networks will pickup the pooled live coverage. Lewis W. Shollenberger, CBS, will produce coverage under the network rotation plan. Two CBS cameras will feed all networks. The front half of the State Dept. auditorium was selected for the news conference. Two rows of seats were moved to accommodate 16mm cameras, newsreels and stills. These cameras will be 55 feet from President Kennedy. Cameras and stills also will be stationed in a wing on the stage to catch the President as he walks on stage.

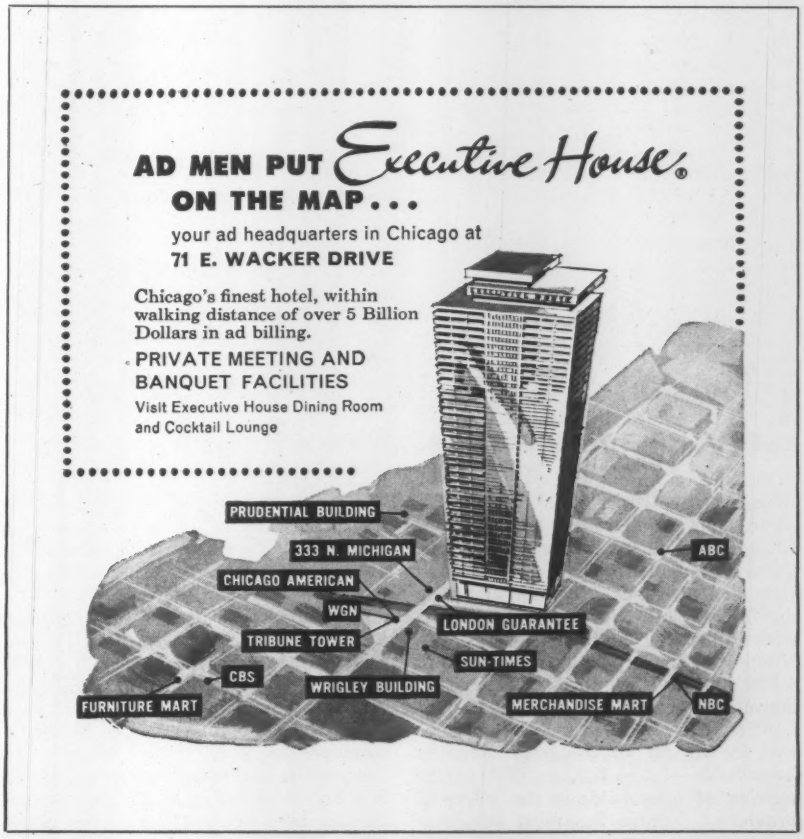
CBS is using two "Kennedy Special" mikes to be directed from the stage at reporters as they ask questions. These are highly directional. Available lighting in the auditorium provides ample foot lamberts for photo pick-ups.

The production calls for an actual record of what happens, with no staging. It was not known at the weekend if reporters would be expected to identify themselves when they ask questions. Pierre Salinger, Kennedy news secretary, had not given an official ruling. The auditorium will accommodate 390 newsmen as against 280 capacity, standing and seated, in the old Indian Treaty Room used by President Eisenhower.

In his final radio-tv message to the nation Jan. 17, President Eisenhower ad libbed this statement as he began: "First let me express my gratitude to the radio and television networks for the opportunities to express myself during these past eight years and tonight." During his final news conference Jan. 18 he was asked if he had counseled Vice President Nixon against engaging in television debates. He said in reply, "I was not asked for any advice on debates."

Bigger things for 'Gunsmoke'

CBS-TV intends to expand *Gunsmoke*, that's been in the half-hour format on the network since the fall of 1955, to a full-hour series starting in the fall of 1961. As a result the program—currently in the 10-10:30 p.m. EST slot on Saturday—will lap over a half



hour in station option time (Saturday option time is 8-10:30 p.m.). Selected half-hour *Gunsmoke* episodes will be retitled as a series and repeated by CBS-TV in the Tuesday, 7:30-8 p.m. EST period in the fall, and will be available for local station sale—effecting an equal "swap" for the time the network receives from stations on Saturday night.

VIOLENCE ON TV

It's increasing, reports NAFBRAT in L. A. survey

American juveniles are being exposed to more crime and brutality on television than ever before, the National Assn. for Better Radio & Television declared last week in releasing the results of a survey of crime and horror programming on the seven Los Angeles tv stations the week of Nov. 12-19, 1960, before 9 p.m.

The tabulation of crimes, NAFBRAT reports, included "144 murders, 143 attempted murders, 53 'justifiable' killings, 14 cases of drugging, 12 jail breaks, 36 robberies, 6 thefts, 13 kidnappings (one of a small boy), 6 burglaries, 7 cases of torture, 6 extortion cases, 5 blackmail, 11 planned murders, 4 attempted lynchings, 1 massacre scene with hundreds killed, 1 mass murder of homesteaders, 1 planned mass murder by arson, 3 scenes of shooting between gangland posses, many killed (could not tabulate) and 1 other mass gun battle."

There was no difference between the stations subscribing to the NAB tv code and the non-subscribers, NAFBRAT states, except for KCOP (TV) which, says NAFBRAT, "contributed very little to the crime figures, showing only 3 murders, 5 attempted murders, 3 robberies and 1 case of drugging."

The tabulation does not include crimes committed on the daytime tv serials or court shows, nor the commercials for motion pictures and other tv programs. A monitor for KABC-TV (owned by ABC) had this comment: "ABC is not only going out for violence, it is advertising its own policy on all of its daytime shows, including the programs specifically designed for children. Film clips of its most violent nighttime programs are shown at station breaks throughout the day. . . . If there are not many violent shows on a particular night, clips of programs on the next few days are shown. Most of ABC's crime shows start with a 'preview scene' . . . of the most violent action in the feature following. . . . In my opinion, the callousness in ABC's exploitation of crime and horror is shocking."

Official, Paramount sign deal for 'Eyes' newsreels

Official Films, New York tv distributor, last week completed a deal with Paramount Pictures, New York, for the latter's newsreel library which the parties claim is unprecedented in television. For an undisclosed sum Official acquired world rights to the Paramount "Eyes and Ears of the World" newsreel library of more than 10 million feet of film shot around the world from 1928 through 1958.

Seymour Reed, Official Films president, said his company would use the film for hour and half-hour tv documentaries, special programs and to sell stock footage. He said it is the first time a major newsreel library has been assigned to exclusive television use and comes at a time when more public affairs programs are in demand. Official has several documentary series in more than 100 markets now, all independently produced, using footage from various sources. They are the daily five-minute *Almanac*, five-minute *Greatest Headlines of the Century* and one-minute *Sportsfolio*.

OCCASIONS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 23-27, 30-Feb. 1 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 23-27, 30-Feb. 1 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 23-27, 30-Feb. 1 (10:30-11 a.m.) **Play Your Hunch,** part.

Jan. 23-27, 30-Feb. 1 (11-11:30 a.m.) **The Price Is Right,** part.

Jan. 23-27, 30-Feb.1 (12:30-12:55 p.m.) **It Could Be You,** part.

Jan. 23-26, 30-Feb. 1 (11:15-1 a.m.) **The Jan Murray Show,** part.

Jan. 23-26, 30-Feb. 1 (11:15 a.m.) **The Jack Paar Show,** part.

Jan. 25, Feb. 1 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Jan. 25, Feb. 1 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Jan. 26 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

Jan. 27 (9-10 p.m.) **Sing Along With Mitch,** P. Ballantine & Sons through William Esty.

Jan. 28 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Jan. 28 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Jan. 28 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Jan. 29 (6-6:30 p.m.) **Meet the Press,** sust.

Jan. 29 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Jan. 29 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

Jan. 31 (9-10 p.m.) **The Bobby Darin Show,** Revlon through Grey Adv.

INTERNATIONAL

Television coverage hits 85% in Canada

ESTIMATED 3,793,400 TV HOMES NORTH OF THE BORDER

Based on a sample made last fall, the Bureau of Broadcast Measurement, Toronto, Ont., estimates that 85% of Canada's households have television sets. Canada's population total last fall was estimated at 17,993,900, not including the Yukon and Northwest Territories where there is no television as yet. Number of households was estimated at 4,459,100 and number of television households at 3,793,400.

BBM's survey shows Quebec province with the highest percentage of television households—1,054,400, or 92% of the number of households in this bilingual province. Ontario has most television households—1,432,700, or 90%.

Nova Scotia follows wtih 86% of all households having television for a total of 146,700; New Brunswick with 107,100 has 81%; Manitoba with 180,200 has 78%; British Columbia with 362,900 has 76%; Alberta with 262,000 has 75%; Saskatchewan with 179,100 has 72%; Prince Edward Island with 17,000 has 71%; and Newfoundland with 51,300 tv households has 58%.

Among major markets, the Montreal metropolitan area with 455,800 tv households accounts for 97% of all households in the area; Toronto metropolitan area with 363,700 has 92% saturation; Vancouver metropolitan area with 212,600 has 92%; Winnipeg metropolitan area with 109,100 has 94%; Ottawa with 90,700 has 94%; Hamilton, Ont., with 97,100 has 97%; Edmonton with 73,700 has 93%; Quebec City with 71,600 has 97%; Calgary, Alberta, with 67,300 has 94%; and Windsor, Ont., with 55,100 tv households has 98% saturation.

Baker buys Canadian Otto

Baker Adv. Agency Ltd., Toronto, has bought Robert Otto & Co. (Canada) Ltd., Toronto in what is believed the first time a Canadian advertising agency has purchased the Canadian subsidiary of a U. S. agency.

The Otto account includes Miles Laboratories and Luft-Tangee (Canada)

Ltd. The Otto agency has been in Canada for nine years. Baker is one of the oldest agencies in Canada, doing some $8 million in billings annually, and handles mainly General Foods Ltd., Chesebrough-Pond's (Canada) Ltd., Canadian Kodak, Frigidaire Products of Canada, Carnation Co. Ltd., and Adams Brands Sales Ltd.

W. A. Perry, vice president and general manager of Otto's Toronto office, is forming a radio production organization, Perrylea Productions.

Soviets to produce more television sets in 1961

Russia's economic goals for 1961 call for an 18% jump in television set sales and a 13% gain in radio receiver sales. This compares with a 5.8% increase contemplated for retail sales as a whole during the year. (Soviet television set production during the first nine months of 1960 was 1,232,000 and radio receiver output was 3.1 million).

By late 1960, the USSR's television transmissions covered an area inhabited by 75 million people. There were 94 "powerful transmission stations" and "about 160 relay points." In 1950, the Soviet Union had only two tv transmitters—in Moscow and Leningrad.

META to request ch. 19 for Toronto etv outlet

Application for the first Canadian educational television station will be made next month by the Metropolitan Education Television Assn., a group of metropolitan Toronto boards of education, the U. of Toronto and cultural organizations.

So announced Dr. Andrew Stewart, Board of Broadcast Governors chairman, Jan. 14. He said META is applying for ch. 19 and he thinks it likely the application will be recommended by the BBG to the Dept. of Transport at Ottawa.

Dr. Stewart said BBG regulations do not provide for strictly educational television stations. Citing the possibility of administrative difficulties for certain educational subjects, he mentioned a hypothetical case of a literature course by the U. of Toronto which might include a discussion of the works by D. H. Lawrence.

"The contents of the course might be considered as offending good taste or more specifically might involve a breach of regulations prohibiting the use of indecent, obscene or profane language," the BBG chairman said.

He said consideration will have to be given to specific regulations to be applied to educational television that would avoid encroachment on an institution's right to control the content of formal educational broadcasts.

Minnesota Mining & Manufacturing of Canada Ltd. has made a grant of $10,000 worth of video tape to META to assist in production of educational television programs, Dr. D. C. Williams, META president, announces.

Set maker gives reason for no Canadian color tv

The introduction of color television into Canada is being stymied by a lack of French-language color programs. According to Carl A. Pollock, president of Dominion Electrohome Industries Ltd., Kitchener, Ont., the Canadian Broadcasting Corp. would like to begin color programming. The CBC could import U.S. color shows, but it would be required to program an equal amount of color programs for its French speaking audience in Quebec and other Canadian provinces. Since no French-language color programs are available from outside sources, CBC would have to produce its own French color shows. According to Mr. Pollock, the CBC does not have funds to do this. This is the reason, he says, that no television station in Canada, either CBC or independently owned, is licensed to colorcast.

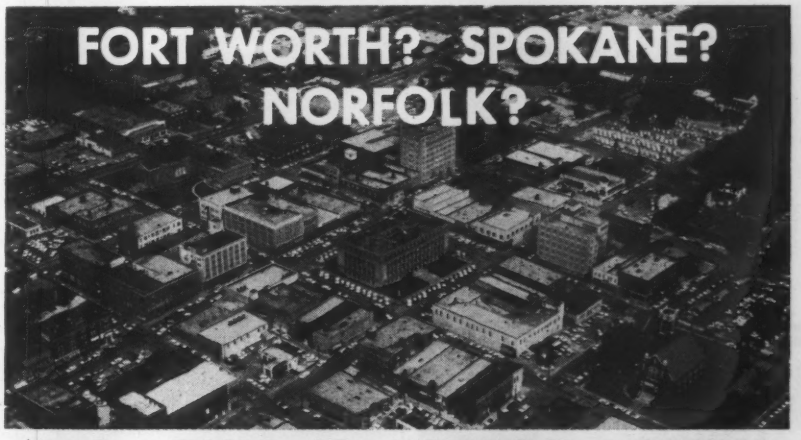
A small number of RCA color receivers have been sold in southern Canadian areas where color programs can be received from U.S. stations. Mr. Pollock reports that his company, which manufactures tv, radio and recording equipment, uses RCA chassis in its custom-built color receivers and hi-fi combinations.

The Electronics Industries Assn. of Canada has presented several briefs to the Canadian Board of Broadcast Governors and the Canadian government urging that independent Canadian stations be licensed for color so color receivers can be produced in Canada.

Abroad in brief...

Radio-tv sales ▪ Radio and television receiver sales were down for the first 11 months of 1960 according to the report of the Electronics Industries Assn. of Canada. Radio receiver sales totalled 477,647 units in the January-November 1960 period as against 550,683 in the comparable 1959 period. Television receiver sales for the same time were 311,380 in 1960 and 373,757 in 1959. Most sets were sold in the province of Ontario which accounted for 114,499 tv receivers and 222,200 radio sets. Quebec province was second with 81,040 tv and 115,644 radio sets.

Representative ▪ CFCJ-TV Port Arthur, Ont., has appointed Television Representatives Ltd., Toronto, as exclusive representatives.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of prosperous El Dorado, Arkansas, located in the rich oil area.

BROADCAST ADVERTISING

Greene Fenley III, copy supervisor at Dancer-Fitzgerald-Sample, N. Y., appointed vp.

Nathan Schiller, director of test audit division at Audits & Surveys Co., N. Y., elected vp.

James J. Cochran appointed vp and manager of New York office of Ketchum, MacLeod & Grove, succeeding **Marshall Clark.** He formerly was vp and director of The Kudner Agency, that city.

Stephen Davis, at one time director of network and station promotion at Young & Rubicam, N. Y., named vp of Barkas & Shalit Inc., pr firm.

Mr. Moss

Alfred S. Moss, formerly senior vp and manager of N. Y. office of Don Kemper & Co., joins Kastor Hilton Chesley Clifford & Atherton, that city, as senior vp. Mr. Moss was at one time president of Williams Adv. Agency, N. Y., which merged with Kemper in 1959.

SOLD IN L.A.*

NOW— AVAILABLE for SYNDICATION In your market

"TED HUSING REMINISCES"

- ALL-NEW RADIO SERIES
- INTERVIEWS WITH THE GREATS OF SPORTS AND SHOW BUSINESS
- 52 SPARKLING 15-MINUTE PROGRAMS

*Every Monday at 7:15 PM on KFI 50,000 Watt NBC Affiliate. Sponsored by Huntington Park First Savings & Loan.

For full information on costs for your market Phone, Call or Write
ALEX M. VICTOR
6912 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 5-2816

Mr. Leonard

Mr. Roberts

John H. Leonard and **Herbert R. Roberts** elected vps of BBDO, N. Y. Mr. Leonard, account group head, joined BBDO in 1950 as copywriter. He moved into client contact four years later and was named group head last year. Mr. Roberts came to BBDO in 1954 as drug marketing specialist. Following year, he transferred into client contact where he served for five years as account executive and group head. He returned to marketing department in 1959, and was appointed department manager last year.

William F. Allison and **Irving Miller** elected vps at Ketchum, MacLeod & Grove, Pittsburgh. Both are account supervisors.

Fred Dixon and **Gordon Dille,** formerly of William Esty Co., N. Y., join J. M. Mathes Inc., that city, as account executive and pr staff executive, respectively.

William Zarkades, formerly head of own advertising agency, appointed head of new Seattle, Wash., office of Doyle Dane Bernbach.

Norman K. Saxer Jr. joins creative-contact department of Gardner Adv., St. Louis, as executive.

Mr. Spier

Carleton Spier, vp, director and copy supervisor at BBDO, N. Y., retires after 43 years with firm and its predecessor, George Batten Co. Mr. Spier, who joined Batten Co. in 1917 as member of art department, wrote Christmas ad in 1940 for Hamilton watches, that was later to be included in published anthology of "100 greatest ads."

Edward L. Schrauth Jr., formerly vp in charge of sales and advertising, Borden Co., N. Y., named executive vp of company's northeast fluid milk and ice cream division.

Klaus Werner, on research staff at Doherty, Clifford, Steers & Shenfield, N. Y., appointed commercial production assistant in tv programming and production department.

Duane C. Bogie, account executive at Foote, Cone & Belding, Chicago, appointed associate director of broadcasting. He has been with FC&B for 10 years.

Robert B. Byron named account supervisor in Chicago office of Young & Rubicam. He has been with Y&R for 14 years, serving as director of media relations since 1956.

THE MEDIA

Sherod F. Rouser, sales manager of WLOD Fort Lauderdale, Fla., promoted to general manager. **John F. Ward,** account executive, succeeds Mr. Rouser as sales manager.

Mr. Buchanan

Robert S. Buchanan appointed general sales manager of WJW-TV Cleveland, succeeding **Frank Barron** who moved to Storer Sales Organition (WEEK'S HEADLINERS, Jan. 16). Mr. Buchanan, formerly national sales manager of WJBK-TV Detroit, will assume his new post effective Feb. 1. Both stations are part of Storer organization.

Bill Lyde, formerly account executive at WSLS-TV Roanoke, to WXEX-TV Richmond-Petersburg, both Virginia, in similar capacity.

Irwin Rosten, news and documentary writer-producer at KNXT (TV) Los Angeles, joins KTLA (TV), that city, as writer-producer of public interest programs.

Mr. Jorgenson

Wallace J. Jorgenson appointed managing director of WBTV (TV) Charlotte, N.C., succeeding **Kenneth I. Tredwell Jr.,** who leaves broadcasting to enter banking there. Mr. Jorgenson was assistant managing director for WBTV. Prior to that, he was general sales manager of WBT, radio arm of WBTV.

Barry Winton, formerly of ABC Films, joins Richard H. Ullman Inc., Baltimore, as southeastern regional sales manager.

Sidney E. Smith appointed local sales manager of Dallas office of WTVT (TV) Ft. Worth, Tex. He formerly was on local sales staff of KPTV (TV) Portland, Ore.

Jack Stubbs, formerly with KCOK Tulare, to KFRE-TV Fresno, both California, as account executive.

Hill W. Hastings, formerly of Remington Rand Systems Div., N. Y., joins Radio Advertising Bureau, that city, as promotion manager.

James Jarvis, formerly of The Katz Agency, Chicago, joins CBS-TV Spot Sales, that city, as account executive.

Paul E. Freygang appointed general manager of KRSD-AM-TV Rapid City and KDJS-TV Lead, both South Dakota.

John B. Garfield, local sales manager of WJW-TV Cleveland, resigns.

W. B. Steis, general manager of WJER Dover and WAND Canton, both Ohio, asumes managership of WKJF-FM Pittsburgh.

Gerald L. Atkin and **Donald C. Bowen** appointed to New York sales staff of Petry Television. Mr. Atkin previously was eastern sales manager at Headley-Reed Tv and account executive at WABC-TV New York. Mr. Bowen was account executive, KDKA-TV Pittsburgh, after serving WXIX (TV) Milwaukee as merchandising director. In 1959, he joined WCBS-TV New York, as manager of research and sales promotion.

Mr. Franz

Henry H. Franz, sales manager of WFBM Indianapolis, promoted to station manager and director of sales. He joined station's sales staff in 1955 and was named local sales manager in 1959.

John M. Keys, advertising director of WNBQ (TV) and WMAQ Chicago, promoted to manager of WMAQ. **Chet Campbell,** publicity manager of stations, succeeds Mr. Keys. **Dan Anderson** named manager of press, reporting to Mr. Campbell.

Jerry Weaver, formerly with KCBS San Francisco, to KIST Santa Barbara, Calif., as sports editor and air personality.

Don Owens, professional football player with St. Louis Cardinals, joins KTVI (TV), that city, as sports director.

Paul E. Mills, former manager of WBZ Boston and WJW Cleveland, named president and general manager of Shore-Side Club, Everett, Mass.

PROGRAMMING

Mr. Calder

C. Wylie Calder appointed sales director of Columbia Films, Columbia, S.C. Formerly he was southeastern sales representative for NBC-TV Films, New York. Mr. Calder, in broadcasting for nearly 20 years, began his career as announcer-copywriter at WCSC, Charleston, S. C.

Kent Paterson, formerly of sales divisions of NBC and CBS, joins Depicto Films Corp., N. Y., as account executive.

Jack Goodford, director at Elektra Film Productions Inc., N. Y., named vp.

Henry Traiman joins ARTS (Advertising, Radio & Television Services Inc.), N. Y., as vp. Mr. Traiman, who was formerly with Robert Lawrence Productions, that city, as vp in charge of editorial operations, will also be vp and executive producer of Gerald Productions Inc., production division of ARTS.

Charles Luftig resigns as business administrator for Red Skelton, executive producer of *The Red Skelton Show* and executive vp of Sursum Corp., Val Ritchie Corp. and S&L Research Labs. **Edward M. Hillie,** general manager of Skelton Studios, succeeds Mr. Luftig.

Norman Katz, director of foreign operations at United Artists Assoc., N. Y., named vp in charge of foreign operations, Television Industries, that city.

Rolland Brooks, art director of *The Untouchables* at Desilu, named supervising art director on all Desilu productions.

EQUIPMENT & ENGINEERING

Mr. Lynch

Douglas C. Lynch, vp and managing director at RCA International, named to take on additional responsibility of direction of RCA Victor Co., Ltd., RCA's Canadian subsidiary. Mr. Lynch, who was elected to his post in 1959, will now have

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

"MONTANA'S *Favorite Salesman*"

SELL
60,300 TV HOMES at less than $1.00 per 1,000 TV HOMES!

Seven Cities & 13 Counties enjoy KMSO-TV's Fine Lineup of CBS, ABC & NBC Programming.

• MISSOULA
• BUTTE • HELENA
• ANACONDA • DEER LODGE
• HAMILTON • KALISPELL

National Representatives
HEADLEY-REED COMPANY

The Station of Quality in the Quad-Cities

CBS
WHBF
RADIO and TELEVISION

four functions under his direction, aside from Canadian assignment: marketing of all RCA products overseas; direction of RCA foreign subsidiaries; direction of RCA licensing operations and technical assistance to licensees, and direction of RCA's electronic development program in southern Italy.

Robert V. Jordan, sales engineer, equipment department at Sylvania Electric Products Inc., Teterboro, N. J., named product manager of microwave devices. **William J. Peterson,** who was supervisor of entertainment equipment sales, midwestern region, becomes product manager for receiving tubes and cathode ray tubes.

Louis E. Risner appointed sales engineer, semiconductors, for west coast area for CBS Electronics, Danvers, Mass.

Marvin Blumberg becomes partner in A. D. Ring & Assoc., Washington Consulting Radio Engineer firm. He joined firm in 1951.

INTERNATIONAL

John A. McDougald, Toronto financier, to board chairman of CJAD Montreal, recently purchased by Standard Radio Ltd., Toronto, owners of CFRB Toronto. **W. C. Thornton Cran,** president of CFRB to similar position at CJAD, and **J. Arthur Dupont,** former president of CJAD, which he founded, named director and consultant.

William Ross, formerly of Stanfield, Johnson & Hill, Toronto, to senior radio-tv producer of Baker Adv. Agency Ltd., that city.

Roy Shields joins CHUM Toronto, as first tv critic on Canadian radio station. Shields does four reports on tv daily.

W. B. Plaunt appointed president of CKSO Sudbury, Ont., succeeding **W. J. Woodill. J. M. Cooper** named vp; **J. T. Miller,** executive vp; **Ralph Connor,** manager; and **R. G. Nelson,** secretary-treasurer. W. J. Woodill, who retires after 25 years with CKSO, remains as a director and consultant.

B. A. Martin, for past year national sales supervisor of CFCF Montreal, returns to All-Canada Radio & Television Ltd., Toronto, as sales representative for 29 radio stations represented by firm.

Management board at John Blair & Co.

Election of **Lou Faust, Charles Fritz, Heber Smith** (standing l to r) and **Ed Whitley** (seated left) as vps of John Blair & Co., radio station representative, is being announced today (Jan. 23). Together with Thomas C. Harrison, vp and manager of Blair's Chicago office (seated right), the new vps will constitute the new sales management board of the radio organization.

Mr. Faust has been with Blair's New York staff since January 1954 and previously had been with H-R Representatives. Mr. Whitley has been in the company's New York office since 1951 and earlier had been with the media department of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Smith has served Blair in San Francisco since 1953 and earlier he headed NBC Spot Sales' office there. Mr. Fritz has been with Blair's Detroit office since 1953 and earlier had been with the Katz Agency and WWJ Detroit.

ALLIED FIELDS

Dr. Frank Millman, former research director at Institute for Motivational Research, N. Y., joins Motivation Dynamics Inc., Mohegan Lake, N. Y., as research coordinator.

DEATHS

Leroy A. Andrews, 42, Western Div., manager of Philco Corp., died Jan. 11, following brief illness. He was with firm since 1946.

Russell M. Hunt, 51, sales manager of WAYS Charlotte, N. C., died Jan. 6 in that city.

MORE LISTENERS PER DOLLAR ON KRLA

THE NEW LEADER IN LOS ANGELES RADIO

DIAL 1110 • 50,000 WATTS

REPRESENTED NATIONALLY BY DONALD COOKE INC.

Tv to get mechanical man to promote 'Flintstones'

A newcomer to the Hanna-Barbera stable of cartoon talent distributed by Screen Gems is ready to hit the personal-appearance trail. Fred Flintstone, who this season debuted with his wife in *The Flintstones* (ABC-TV, Fri., 8:30-9 p.m. EST), is ready to follow the promotional route pioneered by the syndicated *Huckleberry Hound*, followed by *Yogi Bear, Baba Louie* and others.

How to mount the Flintstone act posed some problems, though. Costumed people customarily portray the cartoon animals in local appearances, but it didn't seem right to Ed Justin, merchandising manager of Screen Gems, to costume a real man to play a cartooned one. So he has come up with a mechanical man to do the Fred Flintstone bit around the country.

It is the cheapest act yet. A station has only to assign an announcer to ask questions, plug in Fred and let him talk. The other cartoon acts all require actors to fill animal suits. This one will be performed by an animated polyethylene statue executed by Silvestri Art Manufacturing Co. of Chicago, which has created similar representations of Screen Gems cartoon folk for department store displays. Recorded dialog for Fred Flintstone activates mechanical muscles, so the five-foot "personality" can do his own lip-sync act, including an original song to wind up the bit, "Abba Dabba Do," based upon a favorite exclamation of the caveman character.

The act has been offered all ABC-TV affiliates. Thirty-five accepted immediately and the syndicator expects to hear from more. First stop on the national tour will be WBKB (TV) Chicago sometime next month when the "talent" is ready. Department-store bookings will follow later in the year after a new line of Flintstone toy merchandise debuts next March at the Toy Fair in New York.

A Shakespeare series on tv

Standard Oil Co. (New Jersey) has started a television series, presenting the five "King" plays of William Shakespeare in 15 broadcasts. Titled *An Age of Kings*, the British produced series chronicles the rise and fall of seven English monarchs from 1399 to 1483, using the same actors as the same characters in succesive plays.

To help viewers follow the action, the sponsor has published a brochure outlining the play's plots.

The series is being aired on WNEW-TV New York and WTTG (TV) Washington. Each week's play is presented originally on a week-night (Tuesday, 8 p.m., New York; Friday, 8 p.m., Washington) and is repeated the following Sunday evening (10 p.m., New York; 9 p.m. Washington).

One to a customer

They were selling money at bargain rates in Atlanta, Ga., last week. WQXI that city, was recently purchased by Esquire Inc. To herald the change in ownership, the station sold silver dollars for 79 cents each. Four "Dough Girls" handled the money changing operation on Atlanta streets.

The asking price for WQXI's merchandise was determined by the sta-

Essay winners wined, dined and honored

Two college students were wined, dined and honored last week by ABC Radio for best answering that network's question, "What do you most want the U. S. to do at home and abroad in 1961?"

The youngsters, Susan Higginbotham of Mt. Holyoke (Mass.) College and Andrew Barr of Arlington (Tex.) State College, won the "ABC Radio Network-Edward P. Morgan College Essay Contest" over 800 other applicants from all 50 states. Entries in the competition, which opened Dec. 5 and closed Dec. 28, were judged by four separate panels of judges before a fifth group of educators and journalists selected the two winners.

Miss Higginbotham and Mr. Barr arrived in New York last Wednesday (Jan. 18) to be guests at an ABC luncheon hosted by AB-PT President Leonard H. Goldenson and Robert R. Pauley, radio network vice president. While in that city, the two students visited the United Nations, recorded a program for UN Radio and attended a Broadway show. The next day, they proceeded to Washington to lunch with their senators and representatives, and to talk to George Meaney, president of the AFL-CIO. Mr. Goldenson and ABC News commentator Edward P. Morgan hosted a reception in the students 'honor at the Broadcasters' Club in Washington Jan. 19. Friday (Jan. 20), the contest winners participated with ABC News correspondents in covering the presidential inauguration, parade and ball.

Continental's
TYPE 314D
1 KW AM TRANSMITTER
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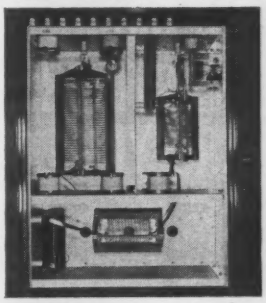

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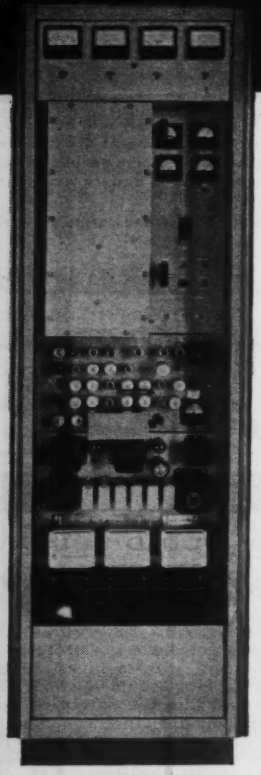

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tion's 790 kc location on radio dials.

Buyers were limited to "one to a customer."

Drumbeats...

'Count-Down' starts ▪ WBZ-TV Boston last week started its third annual "Science Count-Down 1961," a state-wide science quiz for more than 60,000 eighth grade students in Massachusetts. Sponsored jointly by the Westinghouse Broadcasting tv station and Lowell Technological Institute, the quiz will conclude in May with the selection of the state's leading junior scientist, who will receive a scholarship to Lowell Tech. Preliminary science bees began Jan. 19 in public, parochial and private schools. The four top scorers in each county will compete in 14 weekly county championships televised live on WBZ-TV beginning in the latter part of February. County winners will compete in the grand finals next spring.

Shoppers' Aid ▪ Shoppers, like horse players, are always looking for tips and WLIB New York is helping to oblige them. The station presented New York City Dept. of Markets Commissioner Anthony Masciarelli in a 15-minute broadcast devoted to providing listeners with an up-to-date survey of best food buys. The commissioner will appear as a regular feature of the *At Home With Betty Frank* show, a daily WLIB program (2:45-3:00 p.m.).

'Six-day Cinderellas' wear priceless gem

What happens when a contest winner suddenly falls temporary heiress to a priceless gem?

Broadcaster Gordon McLendon decided to find out. To do so, he arranged to borrow one of the prize possessions of the Kazanjian Foundation—the 227 carat "Star of Anakie" which is purported to be the world's second largest perfect star sapphire.

Mr. McLendon promptly hung the gem on the neck of a contest winner from his San Francisco station, KABL. During the six days that followed, McLendon's "Six-Day Cinderella," soon learned that a lack of privacy is the penalty of fortune—even the temporary kind. Shadowing her movements continuously was an armed and uniformed Burns detective—waiting outside the shower, hovering at mealtime and even blotting out the light of a full San Francisco moon.

A Brinks armored car was as familiar in the neighborhood as the morning milk truck. And, any smile from a stranger seemed to "Cinderella" to be the first possible overture of an international jewel thief.

Reaction to the "gem gimmick" caused Mr. McLendon to pack the jewel off to Dallas and his station there, KLIF.

The Dallas response was even greater than in San Francisco. "Cinderella, Texas Style" wore the gem to the New Year's Cotton Bowl Game on the final day of her week.

The "Star of Anakie" is now safely back with its owners and Gordon McLendon is wondering what he can do for an encore.

'Cinderella' at the Cotton Bowl

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan 12 through Jan. 18. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

APPLICATIONS

WSLA-TV Selma, Ala.—Mod. of cp to change ERP from 2.69 kw to 3.16 kw, increase in ant. height above average terrain from 360 ft. to 1393 ft. and new location for trans. site. Filed Nov. 4, 1960.

New am stations

ACTION BY FCC

Beverly, Mass.—United Bcstg. Inc. Granted 1570 kc, 500 w D. P.O. address 126 Dartmouth St., Boston, Mass. Estimated construction cost $24,413, first year operating cost $36,000, revenue $48,000. Principals include (17% each): **John MacLellan, Richard O'Connor** and **Richard Colten.** Also (12½% each): **Joseph Rothberg, Edward Modiste, Harry Slabin** and **Irving Kadesh.** Mr. MacLellan is announcer WCOP Boston. Mr. O'Conner is news director WFLY Troy, N.Y. Mr. Colten is employe of closed circuit tv network. Mr. Modiste is attorney. Mr. Kadesh is in jewelry business. Ann. Jan. 18.

APPLICATIONS

Robstown, Tex.—George L. Gossage. 1510 kc, 500 w D. P.O. address 103 S. 4th St. Estimated construction cost $13,665, first year operation cost $30,000, revenue $35,000. **Dr. Gossage,** sole owner, is chiropractor. Ann. Jan. 16.

Saltville, Va.—Saltville Bcstg. Corp. 1330 kc, 1 kw D. P.O. address 3 West Main St. Estimated construction cost $22,924, first year operation cost $36,000, revenue $40,000. Principals include **Mountain Empire Bcstg. Corp., 81.64%, William J. Totten, 8.24, Charles E. Wiley Jr.** and **S. Lewis Jones, 3.34, Robert** and **Stella Wolfenden, 1.67** each. Mountain Empire Bcstg. Co. owns WMEV Marion, Va. Mr. Totten owns store. Mr. Wiley owns home furnishing company. Mr. Jones owns publishing firm. Mr. Wolfenden is president of Mountain Empire. Mrs. Wolfenden is employe of WMEV. Ann. Jan. 17.

Existing am stations

APPLICATIONS

WCMI Ashland, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340kc). Ann. Jan. 16.

WDEA Ellsworth, Me.—Cp to change frequency from 1350 to 1370 kc, increase power from 1 kc to 5 kw and install new trans. Ann. Jan. 13.

WCER Charlotte, Mich.—Cp to increase power from 1 kw to 5 kw and install new trans. (1390kc). Ann. Jan. 17.

WCCW Traverse City, Mich.—Cp to increase power from 1 kw to 5 kw and install new trans. (1310kc). Ann. Jan. 17.

WHUC Hudson, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. Jan. 16.

WCNC Elizabeth City, N. C.—Cp to increase daytime power from 250 w to 1 kw. Ann. Jan. 16.

New fm stations

APPLICATIONS

Waldorf, Md.—Dorlen Bestrs. Inc. 104.1 mc, 1.5 kw. Ant. height above average terrain 166 ft. P.O. address Box 401. Estimated construction cost $21,816, first year operation cost $16,000, revenue $30,000. Principals include **Edward** and **Rita Lenaway,** 50%, and **John R. Dorsey Jr.,** 50%. Mr. Lenaway is employe of WPTX Lexington Park, Md. Mrs. Lenaway is social worker. Mr. Dorsey is employe of WDON Wheaton, Md. Ann. Jan. 6.

Grand Rapids, Mich.—Aquinas Bcstg. Society of Roman Catholic Diocese of Grand Rapids. 98.7 mc, 59.75 kw. Ant. height above average terrain 151 ft. P.O. address 1607 Robinson Rd. Estimated construction cost $38,010, first year operation cost $13,434, revenue $14,100. Non-commercial educational station. Ann. Jan. 17.

Kent, Ohio—Kent-Ravenna Bcstg. Co. 100.1 mc, 770 w. Ant. height above average terrain 305.1 ft. P.O. address 517 Edgewood Dr. Estimated construction cost $19,568. Kent-Ravenna is headed by Robert C. Dix, president. Ann. Jan. 17.

Tiffin, Ohio—WTTF Inc 103.7 mc, 3.81 kw. Ant. height above average terrain 124 ft. P.O. address 112 E. Market St. Estimated construction cost $11,280, first year operation cost $2,500, revenue $5,200. Fm applicant will duplicate WTTF Tiffin. Ann. Jan. 16.

Zanesville, Ohio—Southeastern Ohio Bcstg. Inc. 102.5 mc, 15.2 kw. Ant. height above average terrain 492.4 ft. P.O. address 4852 N. Fifth St. Estimated construction cost $25,400, first year operation cost $2,500, revenue $5,000. Fm applicant will duplicate WHIZ Zanesville. Ann. Jan. 17.

Big Spring, Tex.—Anca Bcstg. Co. 95.3 mc, 250 w kw. Ant. height above average terrain 29 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operation cost $12,000, revenue $16,000. Principals include **J. A. Caddell** and **D. T. Anderson,** equal partners. Mr. Caddell is employe of company that retails marine equipment. Mr. Anderson owns company that manufactures telemetric equipment. Ann. Jan. 5.

Racine, Wis.—Lakeshore Bcstg. Corp. 92.1 mc, 1 kw. Ant. height above average terrain 190 ft. P.O. address 1311 S Main St., Racine, Wis. Estimated construction cost $30,300, first year operation cost $19,500, revenue $25,000. Principals include **Jerome P. Feeney,** 65%, **Mary K. Feeney,** 30% (husband and wife), **Rex Capwell,** 5%. Mr. Feeney is employe of WRJN Racine, Wis. Mr. Capwell is attorney. Ann. Jan. 16.

Ownership changes

APPLICATIONS

KZON Tolleson, Ariz.—Seeks assignment of license from **E. O. Smith,** sole owner to **Glendale Bcstg. Co.** Transfer of 50% interest to **William** and **Evelyn Ledbetter,** and 50% interest to be jointly owned by **E. O.** and **Thelma Smith.** Agreement is merger of two competing applicants for new standard station construction permit on 1190 kc at Tolleson, Arizona. Ann. Jan. 13.

KGST Fresno, Calif.—Seeks involuntary assignment of license from **Juan Mercado,** deceased, to **J. J. Nagel,** executor of estate of Juan Mercado. Ann. Jan. 17.

KGBS Los Angeles, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM Miami, WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, Ohio, WIBG-AM-FM Philadelphia, and WAGA-TV Atlanta—Seek transfer of control through sale of stock of parent corporation, **Storer Bcstg. Co.** by **George B. Storer.** He will relinquish majority control (presently owns 52.128%) by converting 263,000 shares of Class B stock into common stock for general sale to public, giving him 43.52% interest. Mr. Storer will retain working control. Ann. Jan. 17.

KTWL Golden, Colo.—Seeks assignment of license from **George I. Norman Jr.** and **Philip B. Rosenthal** d/b as **Norman Bcstg.** to **Norman-Downbeat Bcstg. Inc.** Change to corporate form of business with no financial consideration involved. Ann. Jan. 17.

WFAB South Miami, Fla.—Seeks transfer of control of **WFAB Inc.** Transfer of 60% interest from **United Bcstg. Co. of Eastern Virginia Inc.** to **United Bcstg. Co. of Western Maryland Inc.** with no financial consideration involved. Ann Dec. 30, 1960.

KWIK Pocatello, Idaho—Seeks transfer of control of **Pocatello Radio Inc. Harlan E. Miles** and **William T. Woods** will sell 75% interest to **John W. Lewis** and **Marvin M. Mollring,** 37.5% each, (presently own 12½% each) for total consideration of $7,000. **Marshall True** will retain his 25% interest. Messrs. Lewis and Mollring have interest in WIBV Belleville, Ill. Ann. Jan. 13.

KROC-AM-TV Rochester, Minn.—Seek transfer of control of **Southern Minnesota Bcstg. Co.** Transfer from **Agnes P. Gentling, Lawrence C. Miller, R. W. Chadwick, H. J. Harwick,** and **Allen A. Gentling,** trustees of G. P. Gentling estate to **Agnes P. Gentling, 44.5%, G. David Gentling, 16.25%, Gordon P. Gentling, 18%, Phillip H. Gentling,** 13.74%, and **Allen A. Gentling, 7.95%.** Ann. Jan. 17.

KENO Las Vegas, Nev.—Seeks transfer of control of **Nevada Bcstg. Co. Edwards R. Hopple** will acquire 20% interest from **Howard F. Andersen, C. E. McLaughlin,** and **Gordon Sherwood Jr., 20%** each (presently own 25% each), and **Leslie Craigen** and **Gordon B. Sherwood Sr.** 10% each (presently own 12½% each), for $16,400. Ann. Jan. 17.

WBAC Cleveland, Tenn.—Seeks transfer of control of **WBAC Inc. Charles B. Britt** is selling 45% interest to **James S. Ayers,** 95% (presently owns 50%), for $10,000. Mr. Britt will retain 5% interest. Ann. Jan. 17.

KBBB Borger, Tex.—Seeks transfer of control of **Radio Station KBBB. Ford Robertson** is transferring 25% total interest to **Robert M.** and **Dixie D. Watson,** 50% each (presently own 37½% each), for $1,250. Ann. Jan. 13.

KCRN Crane, Tex.—Seeks assignment of license from **Jacqueline L. Young,** executrix of estate of Joseph E. Young, to **Albert L. Crain,** sole owner, for $22,000. Mr. Crain is radio engineer. Ann. Jan. 13.

WAVY Portsmouth, Va.—Seeks transfer of control of **Tidewater Teleradio Inc.** Transfer from J. Glen Taylor, et al, trustees, to J. Glen Taylor et al, stockholders. Change from Class B Voting Trust to Class B stock. Ann. Jan. 17.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission granted petition by Broadcast

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Bureau for review of hearing examiner's grant of petition by Earl McKinley Trabue for leave to amend his application for new am station in Myrtle Creek, Ore., to show reduction in power from 5 kw to 1 kw, using non-DA which is in consolidated hearing in dockets 13657 et al.; disallowed amendment. Ann. Jan. 18.

■ By order, commission modified and made effective Oct. 26 initial decision and granted application of United Bcstg. Co., for new am station to operate on 1570 kc, 500 w, D, DA, in Beverly, Mass. Comr. Bartley not participating. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Valley Telecasting Co. (KIVA, ch. 11), Yuma, Ariz., (2) vacated order which stayed effective date of Dec. 3, 1959 grants of applications of Antennavision Service Co., for fixed radio stations to carry signals of four Phoenix tv stations to Yuma for delivery to CATV system there, and (3) terminated proceedings in docket 13385. Ann. Jan. 18.

■ By memorandum opinion and order, commission denied petition by Wayne M. Nelson, Concord, N. C., to enlarge issues in proceeding on his application and that of Fred H. Whitley, Dallas, N. C., for new am stations. Chrm. Ford not participating. Ann. Jan. 18.

■ By separate memorandum opinions and orders, commission granted petitions by Wilkes Bcstg. Co. (WATA) Boone, N. C., and Radio Hendersonville, Inc. (WHKP) Hendersonville, N. C., severed from consolidated proceeding in dockets 13663 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, both conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, and WHKP also accepting such interference as may be imposed upon its operation as result of subsequent grant of either of applications of Norman A. Thomas or Greene County Bcstg. Co., for new stations in Greeneville, Tenn. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted joint petition by York County Bcstg. Co., (WRHI) Rock Hill, S. C., WOOW, Inc. (WOOW) Greenville, N. C., Radio Sumter, Inc. (WSSC) Sumter, S. C., Robeson Bcstg. Corp. (WTSB) Lumberton, N. C., Oxford Bcstg. Corp. (WOXF) Oxford, N. C., New Haover Bcstg. Co. (WGNI) Wilmington, N. C., and John P. Rabb (WJRI) Lenoir, N. C. (Groups B and C), severed from consolidated proceeding in dockets 13397 et al., and granted their applications to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 18.

■ By memorandum opinion and order, commission denied petition by Radio Cabrillo requesting stay of Nov. 2, 1960 decision which granted application of Cal-Coast Bcstrs. for new am station to operate on 1480 kc, 1 kw, D, in Santa Maria, Calif., pending disposition of Radio Cabrillo's appeal to Court of Appeals challenging validity of commission's "cut-off" procedures whereby its application for new station in Atascadero, Calif., was denied comparative consideration with Cal-Coast application. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted petition by WKRZ Inc., severed from consolidated proceeding in dockets 13711 et al., and granted its application to increase daytime power of WKRZ Oil City, Pa., from 250 w to 1 kw, with DA day, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed upon it by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 18.

STAFF INSTRUCTIONS

■ Commission on Jan. 18 directed preparation of document looking toward granting, under specified conditions, application of Hartford Phonevision Co. for authority to conduct trial subscription tv operations over its WHCT (TV) (ch. 18), Hartford, Conn. Ann. Jan. 18.

■ Commission on Jan. 18 directed preparation of document looking toward denying petition by WMAX Inc., for rehearing on Sept. 7, 1960 decision which denied its application to increase power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continued operation on 1480 kc, D. Ann. Jan. 18.

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Associated Broadcasters Inc., to increase power of WHYS Ocala, Fla., from 1 kw to 5 kw, continued operation on 1370 kc, D, subject to such interference as may be caused to its proposal by operation proposed by Southern Bcstg. Co. of Mariana Inc., in its pending application for new facilities on 1390 kc, 5 kw, D, in Gainesville, Fla. Ann. Jan. 16.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting applications of Rogue Valley Bcstrs. Inc., to change facilities of KWIN Ashland, Ore., from 1400 kc, 250 w, unl., to 580 kc, 1 kw, unl., DA-2, and R. W. Hansen to increase power of KCNO Alturas, Calif., from 1 kw to 5 kw, continued operation on 570 kc, D. Ann. Jan. 17.

OTHER ACTIONS

■ By order, commission amended sec. 3.183 of broadcast rules to reflect adoption of Canadian map of ground conductivities to be used after Jan. 1, 1961 for determinations with respect to transborder interference problems. Ann. Jan. 12.

■ Commission on January 10 granted petition by National Association of Broadcasters and extended to Jan. 26 time to file comments and to Feb. 6 for replies in rulemaking proceeding on amendment of part 1 adding sec. 1.365 concerning applications for voluntary assignments or transfers of control. Ann. Jan. 12.

■ Commission invites comments by Feb. 20, 1961 to proposed rulemaking designed to protect demand for local broadcast services consistent with sec. 307(b) of Communications Act concerning "fair, efficient, and equitable distribution of radio service" to communities. Ann. Jan. 12.

■ By report and order, commission adopted rules designed to (1) insure that it is apprised of all agreements proposing to remove conflict between mutually exclusive broadcast applications and (2) elicit information which will enable commission to determine whether their effectuation would serve public interest. They implement Sept. 13, 1960 amendment to Communications Act to curb "pay-offs." Ann. Jan. 12.

■ Copies of commission's 26th Annual Report for fiscal year 1960 are now on sale by Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 45 cents copy. Commission does not make public distribution. Ann. Jan. 16.

■ Commission on January 13 granted petition by Bi-States Co. (KHOL-TV) Kearney, Neb., and (KHPL-TV) Hayes Center, Neb., and extended to Feb. 17 time to file reply comments in tv rulemaking proceeding involving Superior, Neb. Ann. Jan. 18.

■ By memorandum opinion and order, commission granted motion filed by Maine Radio and Tv Co. in proceeding on its application to change trans. location of WCSH-TV (ch. 6), Portland, Maine, from about 8 miles northwest of Portland to 11 miles northwest of city and increase ant. height from 590 to 1,000 ft., and amended Issue No. 1 to read "To determine whether there is reasonable possibility that tower height and location proposed in above-entitled application may constitute menace to air navigation." Ann. Jan. 18.

■ By memorandum opinion and order, commission, on its own motion, enlarged issues concerning application of A. S. Riviere for new am station in Barnesville, Ga., which is in consolidated hearing with application of Radio Georgia for new station in Thomaston, Ga., in dockets 13599, 13600. Comr. Craven and Cross dissented to enlargement of issues. Ann. Jan. 18.

Routine roundup

ACTIONS ON MOTIONS
By Chairman Frederick W. Ford

■ Granted motion by Fisher Bcstg. Co. and corrected in various respects the transcript of Dec. 15, 1960 oral argument in Portland, Ore. tv ch. 2 proceeding. Action Jan. 10.

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By Commissioner T. A. M. Craven

■ Granted petition by Cal-Radio Inc., and extended to Feb. 16 time to file replies to exceptions of Bay Area Electronic Associates in proceeding in its application for am facilities in Santa Rosa, Calif. Action Jan. 16.

■ Granted petitions by Broadcast Bureau and extended to Feb. 3 time to respond to petition for reconsideration on remand by WJMJ Bcstg. Corp., and to respond to petition by Young People's Church of Air Inc., for leave to amend its application in proceeding on their applications for fm facilities in Philadelphia, Pa. Action Jan. 10.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for Jan. 25 in proceeding on am applications of Franklin Bcstg. Co., (KMAR) Winnsboro, La., et al. Action Jan. 10.

By Hearing Examiner James D. Cunningham

■ Granted petition by Air Transport Association of America for leave to intervene in proceeding on applications of Martin Theatres of Georgia Inc. (WTVM[TV]) and Columbus Bcstg. Co., (WRBL-TV) Columbus, Ga. Action Jan. 12.

By Hearing Examiner Thomas H. Donahue

■ Scheduled prehearing conference for Jan. 16 at which time schedule of further procedural steps will be formulated including establishing date for hearing in proceeding in applications of Audiocasting of Texas Inc. and Horace K. Jackson Sr., for new am stations in Waco and Gatesville, both Texas. Action Jan. 10.

■ Granted motion by Broadcast Bureau and corrected transcript of oral argument held on Oct. 13, 1959 in proceeding on applications of Floyd Bell and Belton Bcstrs. Inc., for new am stations in Texarkana and Belton, both Texas. Action Jan. 10.

By Hearing Examiner Charles J. Frederick

■ Granted joint petition by applicants in Salem, Ore., tv ch. 3 proceeding and continued certain procedural dates; hearing continued from Jan. 19 to Feb. 14. Action Jan. 9.

■ Pursuant to agreements reached on record at Jan. 12 prehearing conference in proceeding on am applications of John Laurino, Waynesboro, Va., et al., scheduled, among other procedural dates, hearing for March 13. Action Jan. 12.

■ Scheduled prehearing conference for Jan. 26 in matter of revocation of license of Mandan Radio Association for KBOM Bismarck-Mandan, N. D. Action Jan. 12.

By Hearing Examiner Millard F. French

■ Granted petition for leave to amend by Washington Bcstg. Co., (WSNT) Sandersville, Ga., and WSNT Inc. and substituted latter as party applicant in docket 13640, which is consolidated for hearing with docket 13639. Action Jan. 21.

By Hearing Examiner Walther W. Guenther

■ Upon request by Radio Carmichael, Sacramento, Jack L. Powell and Alyce M. Powell, joint tenants (KVON) Napa, and Golden Gate Bcstg. Corp. (KSAN) San Francisco, Calif., scheduled oral argument for 9:15 a.m., Jan. 11 on separate petitions for leave to amend their am applications by Radio Carmichael and KVON. Action Jan. 9.

■ Granted joint motion on behalf of protestant Springfield Tv Bcstg. Corp. and applicant New England Microwave Corp., and continued indefinitely January 16 hearing in proceeding on applications for new fixed video radio stations in Richmond and North Adams, both Massachusetts. Action Jan. 11.

■ Pursuant to agreements reached by parties in proceeding on application of Carter Mountain Transmission Corp., for cp to install additional trans., to transmit on frequency 6387.5 mc., south of Worland, Wyo., scheduled Jan. 20 for notification of witnesses desired for cross-examination and Jan. 30 for hearing. Action Jan. 11.

■ Granted request by Washington State University, Pullman, Washington, and extended from Jan. 16 to Jan. 26 time to file proposed findings and from Jan. 30 to Feb. 9 for replies in proceeding on its applications for renewal of license of KWSC (& aux.) and for mod. of license, and First Presbyterian Church of Seattle, Seattle, Wash., for renewal of license of KTW. Action Jan. 16.

■ Granted petition by Broadcast Bureau to accept for filing on Jan. 5 its proposed findings in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., et al.

■ On own motion, scheduled further hearing for Jan. 19 in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., et al.

By Hearing Examiner Isadore A. Honig

■ Issued order following prehearing conference held on Jan. 12, and formalized by order certain agreements reached by parties; scheduled hearing for Feb. 23 in proceeding on applications of Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., for am facilities in Brunswick, Ga. Action Jan. 12.

■ On own motion, scheduled further prehearing conference for Feb. 8 in proceeding on fm applications of Blue Island Community Bcstg. Co., Blue Island, Ill., et al. Action Jan. 13.

■ Issued order following further prehearing conference held on Jan. 5 in proceeding on am applications of Radio Station WHCC (WHCC) Waynesville, N. C., and Aluminum Cities Bcstg. Co. (WGAP) Maryville, Tenn.; scheduled hearing for Feb. 28. Action Jan. 13.

By Hearing Examiner Annie Neal Huntting

■ Pursuant to agreement of parties at Jan. 11 prehearing conference, continued Feb. 21 hearing without date pending filing by applicant of petition for reconsideration and grant without hearing and action thereon by commission in proceeding on application of Auburn Bcstg. Co., (WAUD) Auburn, Ala. Action Jan. 11.

By Hearing Examiner H. Gifford Irion

■ Continued Jan. 17 hearing to Jan. 26 in proceeding on fm applications of KOMY Inc., Watsonville, Calif., et al. Action Jan. 9.

■ Ordered that further hearing scheduled for Jan. 25 will be prehearing conference in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, et al. Action Jan. 10.

By Hearing Examiner David I. Kraushaar

■ Cancelled Jan. 17 prehearing conference and continued Jan. 24 hearing until further order in reproposal of Nathan Frank (WNBE-TV) New Bern, N. C., for mod. of cp. Action Jan. 9.

■ Scheduled conference and oral argument for 9:15 a.m., Jan. 12, on "Joint Motion to Keep Record Open Pending Submission of Current Census Data" filed by Creek County Bcstg. Co., Sapulpa Bcstg. Co., Sapulpa, Okla., and M. W. Cooper, Midwest City, Okla., in am proceeding. Action Jan. 10.

■ Granted motion by Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., and extended to Jan. 17 time to file proposed findings in proceeding on its am application et al which is consolidated for hearing with dockets 13491 et al. Action Jan. 11.

■ Denied joint motion by applicants Creek County Bcstg. Co., Sapulpa Bcstg. Corp., Sapulpa, Okla., and M. W. Cooper, Midwest City, Okla., to keep record open in proceeding on their am applications, et al., without prejudice to petitioners filing appropriate motion in future to reopen record on clear showing that purpose to be served thereby could have significant decisional hearing, closed record, and ordered that proposed findings shall be due on 21st day after date of release of this order. Action Jan. 12.

■ Granted petition by New Jersey Bcstg. Co., for leave to amend its application for am facilities in Princeton, N. J., to show substitution for one of its officers and directors; application is consolidated for hearing with dockets 13711 et al. Action Jan. 16.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Jan. 16 prehearing conference, scheduled further prehearing conference for Feb. 13 and continued Feb. 13 hearing to March 6 in proceeding on am applications of Capitol Bcstg. Corp., (WKXL) Concord, N. H. Action Jan. 16.

■ Granted motion by Hopkinsville Bcstg. Co., (WHOP) Hopkinsville, Ky., and continued Feb. 3 hearing to March 17 and ordered that exchange of affirmative engineering and rebuttal engineering exhibits shall be on or before Feb. 27 and March 6, respectively, in proceeding on Hopkinsville's am application. Action Jan. 17.

By Hearing Examiner Forest L. McClenning

■ Granted motion by Crittenden County Bcstg. Co. to quash notice of depositions by Newport Bcstg. Co. in proceeding on their applications for am facilities in West Memphis, Ark. Action Jan. 10.

■ Upon request by Eugene Bcstrs., continued Jan. 13 prehearing conference to Jan. 18 in proceeding on its application and that of W. Gordon Allen for am facilities in Eugene, Ore. Action Jan. 12.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 19

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,519	42	122	846
FM	758	68	204	114
TV	480	16[2]	111	102

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 19

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Elgin Bcstg. Co. (WRMN) Elgin, Ill., and extended from Jan. 12 to Jan. 18 and from Jan. 18 to Jan. 25, respectively, dates for exchange of exhibits and for notification of witnesses in proceeding on its am application which is consolidated for hearing with dockets 13014 et al.; hearing date for group II-A remains same—Jan. 30. Action Jan. 10.

■ Scheduled further prehearing conference for Jan. 17 in proceeding on am applications of Robert L. Lippert, Fresno, Calif., et al. Action Jan. 10.

■ Changed time of Jan. 17 prehearing conference from 9 a.m., to 9:30 a.m., in proceeding on am applications of Robert L. Lippert, Fresno, Calif., et al. Action Jan. 11.

■ Granted petition by United Bcstg. Co. of Western Maryland Inc., Hagerstown, Md., and WARK Inc., for leave to amend United's am application and substituted WARK Inc., for United Bcstg. Co. of Western Maryland Inc. as applicant in docket 13029, which is consolidated for hearing with dockets 13014 et al. Action Jan. 11.

■ Issued statement and order after prehearing conference, held Jan. 13, in proceeding on applications of Arthur A. Deters and College Radio for new am stations in Greenfield and Amherst, both Massachusetts; among other things, continued hearing from Feb. 21 to March 7. Action Jan. 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Tidewater Bcstg. Co., Smithfield, Va., and extended to Feb. 1 time to file proposed findings and to Feb. 27 for replies in proceeding on its am application et al which is consolidated for hearing with dockets 13225 et al. Action Jan. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of January 13

WTEN (TV) Vail Mills, N. Y.—Granted cp to make changes in equipment.

WSTE (TV) Fajardo, P. R.—Granted mod. of cp to change trans. location, make changes in ant. system and equipment; ERP vis. 2.82 kw, aur. 1.41 kw; ant. height 350 ft.

WSVL Shelbyville, Ind.—Granted mod. of cp to change type trans.

KHJ-FM Los Angeles, Calif.—Granted mod. of cp to change transmitting equipment.

KSTN-FM Stockton, Calif.—Granted mod. of cp to install new trans.

WEVE Eveleth, Minn.—Granted mod. of cp to change type trans.

■ Following stations granted extensions of completion dates as shown: WKBA Vinton, Va. to July 15; K78AR Radio Honolulu Ltd., Lihue, Kauai, Hawaii, to July 25; WSTE (TV) Fajardo, P. R. to July 15; WFFG Marathon, Fla. to May 15; KOOD Honolulu, Hawaii to April 25; WLOS-FM Asheville, N. C. to May 1; WFMD-FM Frederick, Md. to February 13.

Actions of January 12

WDAE-AM-FM Tampa, Fla.—Granted involuntary transfer of control from **David E. Smiley** to **Joseph F. Smiley**, executor of estate of David E. Smiley, deceased.

WJHO Opelika, Ala.—Granted involuntary assignment of cp and license to **May D. Samford**, executrix of estate of Yetta G. Samford, deceased, **C. S. Shealy, Aileen M. Samford**, executrix of estate of Thomas D. Samford Jr., deceased, **Miles H. Ferguson** and **John E. Smollon** d/b under same name.

WRVM-AM-FM Rochester, N. Y.—Granted relinquishment of negative control each by **Frank W. Miller Jr.** and **Lee W. Miller** through sale of stock to **Sterling B. Beeson.**

WESH-TV Daytona Beach, Fla.—Granted acquisition of positive control of **Pensacola-News Journal** by **John H. Perry Jr.**, individually, through purchase of stock from **Farwell W. Perry** and cancellation of their voting trust agreement.

WLBT (TV) Jackson, Miss.—Granted cp to install aux. trans. and ant. system at present main trans. location.

WDLR Delaware, Ohio—Granted mod. of cps to make changes in DA pattern; change type trans. and specify studio location (same as trans. location).

KSLN-TV Salina, Kans.—Granted mod. of cp to change ERP vis. to 0.724 kw; aur. 0.363 kw; type trans. and make changes in ant. and equipment; ant. 180 ft.

■ Following stations granted extensions of completion dates as shown: WINR-TV Binghamton, N. Y. to July 5, and WSIU-TV Carbondale, Ill. to September 1.

■ Following stations granted authority to operate by remote control: KGLO Lee Radio Inc., Mason City, Iowa, while using non-DA; WSGO, Clifford C. Harris, Oswego, N. Y.; KRAC, George O. Cory, Alamogordo, N. M.; WGNS, Regional Bcstg. Corp., Murfreesboro, Tenn.

WGIG Brunswick, Ga.—Granted change of remote control authority.

Actions of January 11

WCBL Benton, Ky.—Granted mod. of cp to change type trans.

WHFI Detroit, Mich.—Granted change of remote control authority.

Actions of January 10

■ Granted STA for following vhf tv repeater stations: Long Valley T. V., ch. 5, Bishop, Calif. (KCRA, ch. 3, Sacramento, Calif.); Elwin B. Heckert, ch. 7, Lower Evans Creek at Rogue River, Ore. (KBES-TV, ch. 5, Medford, Ore.); 75th Quorum of Seventies, chs. 8, 10, and 12, Liberty, Huntsville and Eden, all Utah (KUTV, ch. 2, KCPX, ch. 4, KSL-TV, ch. 5, all Salt Lake City, Utah); Orofino Community T. V. Assn. Inc., chs. 2, 4 and 6, Orofino, Idaho (KREM, ch. 2, KXLY, ch. 4 and KHQ, ch. 6, all Spokane, Wash.; 3 Cities Tv Club, ch. 2, Canyonville, Myrtle Creek and Riddle, all Oregon (KBES-TV, ch. 3, Medford, Ore.).

WEOK Poughkeepsie, N. Y.—Granted mod. of cp to change type trans.

KTIX Seattle, Wash.—Granted change of remote control authority.

WKAT-FM Miami, Fla.—Remote control permitted.

KNEL Brady, Tex.—Granted authority to sign-off at 7 p.m. daily except for special events for period beginning Jan. 3 and ending April 30.

WEOK Poughkeepsie, N. Y.—Granted extension of completion date to Jan. 31.

Actions of January 9

■ Granted STA for following vhf tv repeater stations: New England Lions Club, ch. 7, New England, N. D. (KFYR-TV, ch. 5, Bismarck, N. D.); Box Elder T. V. Club, ch. 13, Box Elder, Mont. (CJLH, ch. 7, Lethbridge, Alberta); Uintah County, chs. 6, 4, 2, Lapoint, Tridell and Western Uintah County, 7, 12 and 9, Eastern Uintah County, all Utah (KSL-TV, ch. 5, KCPX, ch. 4, KUTV, ch. 2, all Salt Lake City, Utah); Marysville Jr. Chamber of Commerce, ch. 8, Maryville, Kans. (WIBW-TV, ch. 13, Topeka, Kans.); Henefer Town Inc., chs. 10, 8, and 12, Henefer, Utah (KCPX-TV, ch. 4, KUTV, ch. 2, and KSL-TV, ch. 5, all Salt Lake City, Utah); Pondosa Tv. Club, chs. 7 and 2, Medical Springs, Ore. (KPTV, ch. 7 and KBOI, ch. 2, both Boise, Idaho); Frank B. Waters, ch. 8, Waters' Ranch, Texas Creek, Colo. (KCSJ, ch. 5, Pueblo, Colo.); San Miguel Basin Tv Assn., ch. 2, Naturita, Colo. (KREX, ch. 5, Grand Junction, Colo.); North Curry Recreation Inc., ch. 8, Port Orford, Ore. (KVIQ, ch. 6, Eureka, Calif.); Junior Chamber of Commerce, ch. 7, Devil's Lake, N. D. (WDAY-TV, ch. 6, Fargo, N. D.).

KPIC (TV) Roseburg, Ore.—Granted cp to change type trans. and make other minor equipment changes.

KVFC Cortez, Colo.—Remote control permitted while using non-DA.

WDNG Anniston, Ala.—Remote control permitted.

Petition for rulemaking

KHOL-TV and KHPL-TV Kearney and Hayes Center, both Nebraska — Requests amendment or rules so as to allocate ch. 8 (plus-offset) to Albion, Neb. and, if deemed appropriate, include proposal to condition Brookings, S. D., ch. 8 allocation on location of any trans. site at least 5 miles north of Brookings. Ann. Jan. 13.

John R. Powley and Frank J. Hedrick Houston, Tex. — Requests amendment of rules as follows (1) change educational reservation in Austin, Tex. from *70— to 24; (2) delete ch. 70— and add ch. 67 in Austin, Tex.; delete ch. 52— and add ch. 70— in Brenham, Tex. and delete ch. 53+ and add ch. 76 in San Marcos, Tex. Dismissed in Notice of Proposed Rulemaking adopted December 21, 1960 and released December 27, 1960. Ann. Jan. 13.

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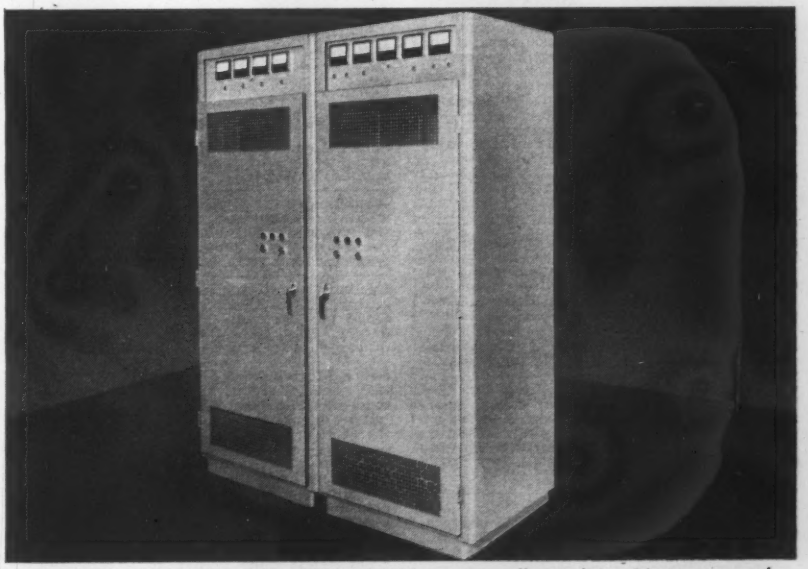

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Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

General manager for the top station in a midwest city. Unequaled opportunity for experienced manager. Write qualifications Box 592D, BROADCASTING. (We will contact no one until you give your permission.)

Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Outstanding opportunity with growing chain for aggressive, capable man who is ready to assume the duties of manager in a pleasant New York State community. Applicants should have an excellent sales record and good knowledge of programming. Resume including character and credit references to Box 635D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Southern Group—see our ad under Help Wanted—Sales.

Sales

Southern group — Top-rated metropolitan stations—has opening salesman—30-40, married. Liberal guarantee—moving—rapid advancement to management for producer. Area applicants preferred. Send photo-resume Box 977C, BROADCASTING.

At least 2 years full time radio sales experience. Salesman we are looking for is stable, mature, conscientious and capable, but would like to move to south Florida so that he and family can enjoy warm, casual, year-round outdoor living. If you are the man we want you will write for further information knowing that nothing ventured is nothing gained. All replies confidential. Box 554D, BROADCASTING.

Excellent opportunity for good producer. Multiple chain. $6000 plus. Top Washington, D. C. indie. Southerner preferred, but not essential. Box 648D, BROADCASTING.

Sales manager for established station progressive major upstate New York, suburban market. Salary plus over-ride for imaginative sales producer, community minded, with desire to grow in growing market. Terms open for right man. Resume to Box 699D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Northern Rocky Mountain 250W needs experienced salesman with announcing experience and ability to take charge of station in absence of owner. Box 678D, BROADCASTING.

Experienced radio salesman to join group-owned station in major market. Excellent earnings with drawing account against commission plus opportunity to move up to sales manager within short period. Send resume, billings and photo to Box 707D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Salesman, experienced, aggressive, good references. Active accounts; liberal base plus commission. KRIC, Beaumont, Texas.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Major market independent good music operation needs your staffer with real quality voice. Some experience preferable. Excellent opportunity. Send tape and resume to Box 567D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Washington, D. C. swinging 40 dj. Pulse rated. Strong on personality. Tape, resume. Box 624D, BROADCASTING.

Wanted, a first phone announcer for situation with a chance for advancement in northwest. Box 698D, BROADCASTING.

Maryland first rated station needs chief engineer-announcer. Send tape and resume. Box 709D, BROADCASTING.

Wanted for something entirely different in radio programming! Top pay for top job. Must have quality voice, be creative and different! Send tape and full information to Box 724D, BROADCASTING.

Experienced dj with good voice, first ticket. KGHM, Brookfield, Missouri.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Experienced announcer wanted. First class ticket helpful but not necessary. Multiple operation with regional coverage in college town. Excellent benefits and advancement possibilities. Send resume and tape to Durwood Carn, WALM, Albion, Michigan.

First phone announcer immediately. Good voice, natural ability, potential more important than experience. Group operation. Excellent future. Resort area—Maryland near Washington, Baltimore. Send details, picture, tape, first letter. WBMD, Baltimore 1, Maryland.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio or phone 3-1107.

Immediate opening for combo with knowledge of directional operation. Good voice, middle of the road programming. WGAI-Elizabeth City, North Carolina.

Straight staff announcer dual network staff. Must operate own board, be able to read good straight commercials. Some experience necessary. Send tape, picture, resume, none by novices returned. WLDB, Atlantic City, New Jersey.

Staff announcer — good opportunity with growing multiple operation. Salary good with fringe benefits such as hospitalization, life insurance, etc. Send complete resume with tape to Joe Carson, WOKK, Meridian, Miss.

Ideal climate, lovely town, top station. WSTU, Stuart, Florida, needs good announcer with first phone. Start $350 month plus free housing. Send tape, photo, references.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Help Wanted—(Cont'd)

Technical

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Chief engineer, strong in maintenance, NYS. $125 weekly. Box 557D, BROADCASTING.

Consulting engineer wants experienced senior or staff engineer to become associate or partner, Washington area, staff knows of this ad. Box 574D, BROADCASTING.

Kentucky AM-FM station has opening for engineer to maintain and install equipment. No floaters or drinkers. Real opportunity for ambitious man. Box 663D, BROADCASTING.

Growing radio chain has opening for first class engineer who is capable of selling or announcing. Good opportunity for hard worker. Write Box 1114, Sylva, N. C.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Need man with first phone interested in announcing or sales. Good opportunity for right man. WGAI-Elizabeth City, North Carolina.

Good first class engineer wanted. Gene Newman, WHRT, Hartselle, Alabama.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Copy-writer-traffic girl with flair for some air work and sales. Rocky Mountain station. Box 679D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

News director wanted to supervise 3 man news staff, do some air work. No. 1 station in mid-west market of 300,000. Profitable opportunity for experienced, enthusastic newsman. Send full details on background and salary requirements to Box 591D, BROADCASTING.

News man to gather, write, and promote local news. Must be able to work board. Rocky Mountain station. Box 680D, BROADCASTING.

News director 50,000 watt format station in N.E. seeking strong newsman with leadership ability. Must be able to direct 4 man news department and create. A fast-paced, colorful news sound with the use of 5 two-way radio equipped cars. Send tape and resume to Box 714D, BROADCASTING.

News director. Must gather, edit and report, and actively direct action packed local news department. Growing operation on east coast. Good salary and company benefits. Box 715D, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Continuity writer . . . able to put aside time worn ways of the past in exchange for imaginative creativity utilizing music, production, and top flight announcing staff. A challenging opportunity with a quality-conscious radio facility in midwest. Box 718D, BROADCASTING.

Newsman wanted . . . Newspaper-owned station looking for man to cover strong local news for four-county area. Must be hard worker, reliable (no prima donnas), and be willing and able to aid in staff work when needed. Nice resort town. Send tapes and resumes to Bob Bauman, Program Director, WHFB AM-FM, Benton Harbor, Michigan.

Production department opening for male creative writer capable of writing and voicing selling commercials. Top rated midwestern group. Send continuity samples and tape to Orv Koch, Stuart Stations, 814 Stuart Building, Lincoln, Nebraska.

RADIO

Situations Wanted—Management

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Pennsylvania broadcasting executive would like to make change. Manager or sales manager. Presently employed. Box 628D, BROADCASTING.

Family man, sober, veteran, educated, licensed, broad experience, emphasis on sales. Box 640D, BROADCASTING.

Looking: Manager/sales manager, so employed, successful operation. Decision to make change 100% mine. I'm interested in hearing from you. I'll substantiate bonafide established record, highly regarded reputation, underwritten by 16 years personal sales and management experience. Drop me a line. Strict confidence mutually held. Box 647D, BROADCASTING.

Florida: Working manager familiar with Florida markets. Presently managing successful station desires change. Excellent sales and management record. Best references. Box 654D, BROADCASTING.

Top grade, employed general manager, eighteen years radio-tv experience all phases, including sales, with A-1 references and documented record, vacationing in February. Inform who and where you are. Will contact for personal interview. Sales manager also available for team, if needed. You cannot lose, but can gain much. Write immediately! Write Box 660D, BROADCASTING.

Calling California! Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 666D, BROADCASTING.

General manager available. History of success. Florida station preferred but other locations considered. Could make small investment. Box 669D, BROADCASTING.

Manager familiar with all phases of radio wants change to small or medium market in south. 14 years experience, best references. Civic family man. Proven record. Box 655D, BROADCASTING.

Manager, sales manager or sales in major markets only. College graduate, married with family. Experienced all phases. Currently owner-manager and selling out. Box 673D, BROADCASTING.

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Somewhere in Pacific or Intermountain area there is a station needing a manager/sales manager who, in five months, put a station at break even point first time in two years. Doubled local sales in six months for bottom rated metro station. Boosted sales in metro market station from $13,000 to $20,000 monthly average in one year. Convinced radio should assume position of respect in community through local news, sports, service to build corporate image. 15 years experience all phases. My old fashioned thinking is tempered in modern competition of major market radio. Board agency experience. Desire return to smaller market to start living again. Ample references to verify your judgment. Box 672D, BROADCASTING.

Former station owner seeks position as manager of small market station or as news director of larger station. Might invest. Box 686D, BROADCASTING.

Outstanding, young sales manager. Proven record in competitive markets. West or midwest. Box 688D, BROADCASTING.

Administrator-manager. Industrial administrator (Master's degree) with extensive success in management, systematization, cost-cutting and public relations wants opportunity to introduce proven techniques in broadcast field. Box 706D, BROADCASTING.

Manager/commercial manager; 10 years successful experience radio management. some tv sales. Responsible, community-minded. Now empolyed midwest. Excellent references. $10,000 minimum. Box 713D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Sales

Best, young salesman in radio will relocate. Management experience. Minimum $750.00. Box 689D, BROADCASTING.

Sales and D.J. College grad (Business Administration) 4½ years. Available immediately. Write now! Ned Ward, 20755 Hartland #4, Canoga Park, California.

Announcers

Disc jockey currently with leading format chain, one of top 15 markets, wants no more top 40. Looking for morning show comparable market. Prefer station believing in individual expression. Can deliver good swingin' music—no rock. Happy sound—without whistles, horns, etc. This could be the start of something big. Box 559D, BROADCASTING.

Experienced announcer. Bright sounding DJ. 35. Family. Reliable, conscientious. Working part time NYC. Desire permanence. Greenleaf 6-5699, Yonkers. Box 612D, BROADCASTING.

Announcer want to settle down, not a floater, or primadonna. Tight production, married and bright sound. Box 637D, BROADCASTING.

Experienced personality dj. News, sports, tight production. College-veteran. New York City-vicinity. Tape, resume. Box 638D, BROADCASTING.

Announcer experienced. Family man. Sales. Bright sound. Want to settle down. Box 639D, BROADCASTING.

News and sports. Plus adult music and production. Versatile. Responsible. Box 646D, BROADCASTING.

Bright, versatile, personality dj currently with top rated station in medium market. Desires west coast position. Minimum $150 per week, and well worth it. Have 1st phone. Box 653D, BROADCASTING.

Attention Alabama, Georgia, Florida. Good announcer dj looking for good station to grow with. Experienced. Reliable. Desires permanence. Box 656D, BROADCASTING.

Can offer 12 years morning air work experience for anyone having a station in a competitive market. Smooth, sincere delivery. Dependable, family man. Box 658D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Female announcer, employed in radio air work interested in relocating. Box 659D, BROADCASTING.

Experienced, young announcer, good fast board, dependable, will travel, will settle. Box 667D, BROADCASTING.

News personality! Stimulating coverage and comment. Informed, authoritative, responsible, successful. Box 671D, BROADCASTING.

Sports and newscaster twelve years. Play-by-play, major league, special events, interviews and feature M.C. Will consider all—prefer east. Box 681D, BROADCASTING.

Announcer—4 years AM experience. Wish to locate in Michigan. Married, family. Box 682D, BROADCASTING.

Top rated country dj—program director. 11 years experience. Strong on news. Tight production. Start $125 week. Box 683D, BROADCASTING.

Young, married, top rated, top 40 announcer, in major northeastern market. Prefer to relocate in Ohio, Kentucky or Indiana, for right pay. Box 684D, BROADCASTING.

The right man. Night-time personality dj: Looking for north-east station. Four years radio and television experience. Tape-resume-interview. Box 690D, BROADCASTING.

Announcer, DJ—experienced, versatile, not a floater. Can operate own board. Available immediately. Box 692D, BROADCASTING.

Carolinas-Virginia; mature announcer-dj-copy writer; 10 years experience. Box 694D, BROADCASTING.

Effervescent announcer now employed at 5 kw fulltimer in major market. 2 years modern format station preferred. Can do straight announcing. Lighting on board. Working condition and pay primary, market secondary. Aircheck available. Travel. Have given notice. All replies answered. Box 700D, BROADCASTING.

Announcer, dj, salesman. Experienced. Married. Want to settle down. Not a floater. Bright sound. Tight production. IV 6-8749, N. Y. Box 710D, BROADCASTING.

Attention! Major market radio-tv air personality currently with large eastern station is seeking personality radio show with big potential. 12 years experience. Was M.C. on local tv guest entertainment series. Desire fast paced, adult, modern music and news sound utilizing all types music. No so-called "top 40" limitations please. Do tight production show with occasional comedy drop-ins. I program my music objectively-repeat: objectively! Also have been program director. Am hard worker, aggressive, alert, mature. Married with family. Mid 30's. College background. Will move for right offer. Want security. Also am authoritative newscaster. Tape, resume, picture available immediately. Personal interview desired. Box 716D, BROADCASTING.

An experienced negro "rock 'n' roll" disc jockey is interested in a job. At present operating own show at WYNN in Florence, South Carolina. Box 717D, BROADCASTING.

Announcer dj. Experienced, fast board, good ad lib. Wants to settle, not a drifter. Prefers east. Box 719D, BROADCASTING.

Broadcasting school graduate operate board, 4 months announcing, 3rd class, 1st phone in a few months. Sober, dependable, 10 years electronics. Married, 38, reasonable salary. "Southern location." Box 725D, BROADCASTING.

12 years background radio dj-engineer. TV personality. Have 1st phone, start immediately. Box 726D, BROADCASTING.

DJ-newsman first phone, 2 years experience. Prefer modern operation. WH 6-7428 Dallas, Texas, 211 No. Waverly Dr.

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Situations Wanted—(Cont'd)

Announcers

Announcer—2 years experience. Vet, single, 29-minimum $80.00. Robert Cohen, 234 Crescent St., New Haven, Conn. Tel. 5-3528.

Announcer-engineer. First phone. Limited experience in radio; sales background. Capable, ambitious, sober. Excellent references. B. R. Delcoure, 5304 Parkland Ave., Dallas 35, Texas.

Experienced DJ, talented. Looking for larger market—Stan Martin, 570 Grand St., New York 2, N.Y. CA 8-8676.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer-copywriter-news. Station and agency experience. Copy and tape available. References. All replies considered. Barry Ritenour, 758 E. Delavan-Buffalo, New York. Phone TX 3-5998.

Experienced announcer—radio and tv—modern production. DJ and newsman, enthusiastic, reliable, sales minded. Contact Mark Roberts, PL 7-1837, 110 W. 55th Street, New York 19, N. Y.

Ambitious young man just completed courses in announcing and dj work, wishes start with small upcoming station. Ready to relocate. Can send tape, picture and resume. Chuck Vincent, 30453 Sheridan, Garden City, Michigan, GA 4-3262.

Technical

Young man, wants experience at broadcast station. Third phone, audio experience. Operate board. Prefer station near New York City. Box 664D, BROADCASTING.

Chief engineer experience remote radio. Now employed—best reference. Wants permanent location with future. Prefer south. Box 691D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Production—Programming, Others

Can promote your station to No. one. Major market disk-jockey desires P.D. experience in a medium market. For the station which will be satisfied with nothing but the very best. Available March 6th. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced, family, references. Box 466D, BROADCASTING.

What do you need? Competitive sound? Top production? Loyalty? Experience? New ideas? I may fill that need for you. Box 650D, BROADCASTING.

Award winning news director and play-by-play announcer wants permanent job as either or both. Presently employed with excellent references. Can make change after basketball season. Box 636D, BROADCASTING.

Fighting top forty and adult music? Why not become sellingly different, compelling, sound—you can sell the difference! Box 651D, BROADCASTING.

Program director presently employed. Eleven years tv experience. All phases including sales. Minimum $625.00 month. College, family, 34. No geographical preference. Box 645D, BROADCASTING.

Is your market tired of the everyday? Then maybe you're in the market for me. There's an entire new world for you in this box: Box 649D, BROADCASTING.

College trained. Radio management major. Desires to relocate in small or medium sized station, preferably in south or southwest. Currently in television at major Ohio market. Age 24. Military obligation fulfilled. Box 668D, BROADCASTING.

One year experience, college speech major, 24, married, news director, prefer good music and news, combo operator, tight board, write copy. Box 670D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Do you really want someone who'll work hard, take responsibility, has all the experience to do the job you need done? Try money and box. Box 652D, BROADCASTING.

Top-notch news director wants change. Excellent achievement record in large midwest capital with CBS station. Solid journalism, newspaper background. Extensive network freelance. Will accept newsman at top station. Box 693D, BROADCASTING.

Traffic supervisor, continuity director, television or radio. Experienced. Box 695D, BROADCASTING.

Newsman, six years experience, writing, gathering, reporting. Mobile and beeper. Florida or south. P.O. Box 349, Chattanooga, Tenn.

News director. High caliber, production minded, experienced all phases top operation. Editorials, promos, intros, features. Documentaries, beepers, mobile coverage, formating, audience rating surveys, opinion polls, training air personnel. Outstanding delivery. Sturdy background in contests, etc. Experience includes three years tv. Former McLendon director. Present employed. Interested in joining station airing or maintaining top news operation in metropolitan market. Available February 1st. Excellent references from present and past employers. Contact Bill Gill, WSAI Radio, Cincinnati, Ohio.

TELEVISION

Help Wanted—Management

Experienced tv manager to manage two stations same general area. Heavy responsibility, corresponding salary. Replies confidential. Box 593D, BROADCASTING.

Announcers

Announcer. For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Idaho.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Washington consulting engineer offers excellent opportunity to capable junior consulting engineer to become a senior. Staff knows of vacancy. Box 575D, BROADCASTING.

Television transmitter engineer for southwest major market full power station. Must be experienced. Excellent opportunity for advancement. Give full resume on first letter. Box 705D, BROADCASTING.

Chief engineer for KMMT-TV-AM, Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone cal's.

Television engineer supervisor, experienced in tv transmitters, video and associated equipment wanted for chief engineer in new VHF maximum power tv station—WLTV, 809 Covington Ave., Bowling Green, Ky.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Photographer: Excellent opportunity for industrious and ambitious man. Television experience preferred. not essential. Must be able to run complete photo dept. and turn out first class 35 mm slides. Salary open. Address replies to Box 722D, BROADCASTING.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

Help Wanted—(Cont'd)

Production—Programming, Others

Leading midwest vhf anticipates forthcoming need for experienced tv director and for thoroughly grounded tv announcer. Please submit complete resume, picture, tape and salary requirements. Send to Station Manager, WNEW-TV, 5700 Becker Rd., Saginaw, Michigan.

Director/switcher. To switch audio, video, run projection; direct studio shows and commercials. $80 for 40 hours. Some commercial experience preferred. Call collect: Dwight Wheeler, WWTV, Cadillac, Michigan. PR 5-3478.

Have a nose for news? Need assistant to news director; can do photography, gathering, editing, and on occasion delivering on-camera. Midwest location. Contact: E. M. Sears, Box 62, Bloomington, Indiana.

TELEVISION

Situations Wanted—Management

Assistant manager-program director-salesman. 37; college graduate. Thoroughly experienced in announcing, programming, sales and management: 12 years radio; 7 years television. Excellent administrative assistant. Also, multi-award-winner newscaster-news director. Past 7 years in million market. Desire change within next 3 months. Box 665D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Sales

Local and regional television sales and radio sales management experience executive type. Box 641D, BROADCASTING.

Executive-type salesman with six years television and ten years radio experience in major and medium-sized markets now available. Commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 662D, BROADCASTING.

Announcers

Top baseball announcer, metropolitan market, now employed one of nations top tv stations. Require personal interview. Prefer major league or top minor league baseball, plus major college football and basketball. Also do industry's most unique tv sports show. Tapes, film, references and brochure on request. Box 579D, BROADCASTING.

Top rated tv newscaster with working experience of processing a film story from the scene to on the air. Bell and Howell and Bolex Plous Auricon. Filming, editing and writing of narration. Box 697D, BROADCASTING.

Technical

Need an engineer, technical director, video switcher, production man? Here's versatility in one complete package! First phone, 25, vet, married and 3 years experience. Box 471D, BROADCASTING.

Tv studio technician, first phone, three years experience, available immediately. Box 696D, BROADCASTING.

Nine years in television and nine years in radio some as chief engineer. Can you use a good maintenance or transmitter man? Box 701D, BROADCASTING.

RCA broadcast service field engineer—former chief—12 years experience—maintenance, construction, uhf, vhf, AM-FM. Radio or tv offer acceptable—northeast preferred. Box 723D, BROADCASTING.

Production-Programming, Others

Production manager, producer-director tv and radio production background. Color, tape, film and heavy remote experience. Married, 26, vet. College. Box 702D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

Newsman, 30, married, presently employed, seven years experience in television, wire service, radio news, desires position with responsibility. Box 720D, BROADCASTING.

Television operations and/or program manager. 8 years experience all phases. 12 years radio program and production background. Excellent record. Finest industry and personal references. Family man. Sober, reliable, loyal, hardworking. Can guarantee top results. Carl Junker, 2249 Edinburgh, Baton Rouge, La.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

Western Electric 25-B console. Complete with power supply, Junction boxes, desk, tubes. Completely reconditioned and refinished. Performance measured and exceeds original specs. $500. Box 598D, BROADCASTING.

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

Rust remote control system. Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. Chief Engineer, KATI, Casper, Wyoming.

Two 345' self-supporting Truscon towers with lighting kits, available where they stand. Opportunity for a real buy. Radio Station KIDD, P.O. Box 1070, Monterey, California.

Fm transmitting equipment. Have used GE 250 watt exciter model 4BT1A1; three kilowatt GE amplifier model 4BT3A1 with rectifier; ten-kilowatt GE amplifier model 4BF3A1 with rectifier; GE FM broadcast station monitor model 4BM1A1 plus Gates RF amplifier for remote operation of station monitor. Final tubes for 10 KW amplifier not included. Would like to sell as package. Contact Chuck Williams, KWNO, Winona, Minnesota.

Magnecord M81. Rack mounted $400.00 Separate record playback amplifiers. Jerry Adams, WCER, Charlotte, Michigan.

G. E. console type BC-1-A used. In operating condition. Make offer. Contact Chief Engineer, WCUE, Akron 13, Ohio.

FM-frequency and modulation monitor Doolittle type FD-11. Contact Radio Station WDOK-Cleveland, Ohio.

Like new Gates nite watch equipment—Original cost $2800.00, our price $2000.00: PT6-J Magnecord tape recorder $300.00; Like new PT6 Magnecord $550.00; Presto model K-10 disc recorder with playback arm, speaker, carrying case, excellent condition $300.00. Will sell on first-come basis. Call Ernest Reynolds, WLBA, Gainesville, Ga.

Two Magnecorder tape decks PT6-AH for sale, complete with metal cabinets. WMAK, Nashville, Tenn.

FOR SALE

Equipment—(Cont'd)

Test equipment. Excellent condition—used once. Simpson sweep marker generator #479, Precise laboratory oscilloscope ES-500A & VTVM #909. $360. Box 12, Flint, Michigan.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Magnecorder type P-60 recorder complete with low impedance transformer. Factory converted to P-75 specifications. Excellent condition. $450.00 express collect. Radio Engineering and Maintenance Corporation, Lexington, Kentucky.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Complete remote television unit consisting of: Three DuMont I.O. field chains #258, #260, #231 with all accessory equipment. RCA microwave system, TTR-1B transmitter and TRB-1B receiver with all accessory equipment and cables for immediate operation. 2 DuMont field sync generators. 2 DuMont LV supplies and dist. amps. 2 DuMont mixer-monitors. 1 Ford remote bus. 40 used I.O. tubes. All equipment rebuilt December 1960. Make offer on all or part. Call or write C. H. Beal, University of Miami, Radio-TV Film Department, Coral Gables, Florida. (Miami, HI 6-0801, Extn. 2).

RF FM amplifier Gates model M-4791. Brand new for remote FM monitoring complete with power supply $280.00. Tropical Music Service, Inc., P.O. Box 1803, Tampa, Florida.

36-AM-FM towers. Uniform cross section guyed type. Heights 100' to 360'. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

Require commercial aide library. Distributors send details to Box 677D, BROADCASTING.

Need several good used Magnecord recorders. Box 704D, BROADCASTING.

Used Magnecord in good condition. Write Bob Nelson, WECL, Eau Claire, Wisconsin.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

Would like to buy good used FM transmitter, approximately 5000 watts and four or six bay antenna and frequency modulation monitor. C. W. Holt, Post Office Box 1008, Hattiesburg, Mississippi.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

MISCELLANEOUS

All broadcast employees: wallet press card! Identification . . . emergencies . . . remotes . . . Name station lettering: plastic laminated! $2.95. Pat Adams, Box 657D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

Announcers

MORNING MAN

We are looking for a personality to go with a modern adult format. We prefer the humorous ad lib approach. Midwest metro market. $7500. per year to start. Send tape, resume.

Box 623D, BROADCASTING

Help Wanted—(Cont'd)

Announcers

METROPOLITAN INDEPENDENT

Full-time independent modern alive operation, enlarging, looking for top announcers and D-J's, tight on production, strong on commercials. Money to be made in this fast growing market of over a million. Send tape, resume, photo and salary requirements to:

Box 560D, BROADCASTING

RADIO NEWS MAN

For one of the nation's top 50 KW independent stations. Must have major market radio news experience in writing, editing, and airing newscasts. Should be a journalism graduate with good commercial delivery and know how to "Dig" for a story. Resume and tape to:

Box 711D, BROADCASTING

PERSONALITY ANNOUNCER

Wanted by new daytime adult music station. Must have EXPERIENCE, SMOOTH DELIVERY THAT SELLS and KNOWLEDGE OF GOOD MUSIC! Start April 1. No floaters or drinkers. Send tape, resume, photo and 3 references to: Paul D. Bernards, Box 293, Watertown, S.D.

DISC JOCKEYS

• • • advance to Major Metropolitan Market

WNOE the South's top independent is expanding staff. Need DJ's and newsman. Salary plus bonus, plus outside opportunities.

• Send up—tempo music and news air check to:

James A. Noe, Jr.
WNOE
Sheraton-Charles Hotel
New Orleans, La.

Help Wanted—(Cont'd)

Production—Programming, Others

PRODUCTION-CONTINUITY DIRECTOR

50 KW major market independent needs production-continuity writer strong in promotional ideas and follow thorough in contests. Tapes on production, resume, photo and sample scripts to:

Box 727D, BROADCASTING

TELEVISION

Help Wanted—Technical

TV FIELD ENGINEERS

Leading manufacturer of closed circuit television systems needs qualified field engineers to provide installation and maintenance on professional and industrial TV systems throughout the country.

Applicants should be thoroughly experienced in over-all TV station installation and maintenance. Two years accredited technical school training and three years experience required.

EXCELLENT OPPORTUNITY FOR TECHNICAL AND PROFESSIONAL ADVANCEMENT.

Send resume to:
J. W. Lewis
Dage Television Division
THOMPSON RAMO WOOLDRIDGE INC.
Michigan City, Indiana

RADIO

Situations Wanted—Announcers

GENERAL MANAGER COMMISSION BASIS

Capable successful California operator available now on straight commission. Mature thorough knowledge all phases, heavy sales. Financially sound. Finest industry references. Might lease with option.

Box 674D, BROADCASTING
(Confidential)

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept.. J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Situations Wanted

Production—Programming, Others

TV PROGRAM DIRECTOR OPERATIONS MANAGER 4 YEARS

Total 10 years experience in all phases of television. Responsible, married, children, 30 years old. Solid references. Interested in Michigan, Ohio, Illinois markets.

Box 728D, BROADCASTING

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

RADIO REMOTE CONTROL SYSTEM

Model RRC-10

Complete system featuring 950 mc STL for conveying main channel, mx channel, and control signals for FM transmitters. Telemetering included. Control units can be adapted to your existing STL. Write for information.

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

Employment Service

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen-DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

Radio And Talky-vision of 1930

Rare old logs, documents and reports reprint on pioneer broadcasting. Amateur stations, talkyvision, bootleg stations, the power race, etc. Limited supply only $2.00.

Write: Radio Log

P. O. Box 263 East Point, Ga.

STATIONS — FOR SALE

North Florida half million market. Kilowatt-daytimer 95M. Responsible replies only — No brokers.

Box 556D, BROADCASTING

FLORIDA DAYTIMER

In top 3 Florida market. $50,000 plus terms. Priced for quick sale. Owner.

Box 661D, BROADCASTING

TV STATION IN FAST-GROWING MARKET

Qualified Principals Only

Box 703D, BROADCASTING

Tenn	Single	Daytimer	$100M	terms
SC	Single	1kw-D	65M	terms
Calif	Single	Daytimer	75M	29%
Pa	Small	Daytimer	100M	15dn
Fla	Small	Daytimer	47M	8dn
Calif	Medium	250w	82M	terms
Ala	Medium	250w	65M	22dn
Fla	Metro	Fulltime	230M	29%
Central	Metro	Fulltime	1,515M	terms
Fla	Metro	Regional	190M	cash
NW	Metro	Regional	170M	terms
Central	Large	Daytimer	225M	75dn

And Others

CHAPMAN COMPANY

1182 W Peachtree St., Atlanta 9, Ga

GUNZENDORFER

TEXAS. Dallas and Houston. Two F.M. stations. *$75,000* each, $21,750 down. Terms.

CALIFORNIA. Southern big market. 1000 watt fulltimer *$225,000*. Terms.

NORTHWEST. 250 watt fulltimer. 2 station market. $27,500 down.

WILT GUNZENDORFER AND ASSOCIATES

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Licensed Brokers Financial Consultants

1st offering Western Metro 250M. 29% dn. 12 years balance. Exp. out 20% 5KW engr.

* * *

Rocky Mtn. 100M pop. gross 70M. Price 90M. 25 dn. 10 year bal. Exc. equip.

TIMOTHY A. O'CONNOR CO.

3900 E. 7th Avenue, Denver, Colorado
DU 8-3329

Texas single fulltime money-maker $160,000—Florida 5 kw Metro $290,000 highly profitable—Texas major regional $200,000—Mid-West Major fulltime regional $1,575,000—Florida 5 kw semi-major fulltime $230,000—Texas single fulltime—$53,000—Florida Major day $120,000—Miss. single $45,000—Texas single regional $60,000—Florida metro 5 kw $225,000—Southern Major regional fulltime $350,000—Ark. single fulltime, big profits. $65,000 for 80%—West Coast fulltime regional $367,500—Texas semi-major fulltime regional $147,500—Southwest fulltime regional $200,000. Others.

PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080—Paul Yates Jr. Box 1396, FA. 2-5488, Sanford, Florida—Mrs. Gerry Switzer 1620 W. 3rd., EL. 2-2163, Taylor, Tex.—Jack Koste 60 E. 42nd., MU. 2-4813. NY 17, NY—Dick Watts 1300 Taylor, DR. 4-2236, Amarillo, Tex.

STATIONS FOR SALE

CALIFORNIA. Fully automatic full time operation. Trade area 20,000. Deal can be set up to net owner $1,000 month on current business. $6,000 down.

NORTH WEST CENTRAL. Daytimer. Absentee owned. Profitable. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

Classified Ad

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

PLEASE SAY YES

PROGRAM THESE NEW MARCH OF DIMES FEATURE FILMS

This month more than thirty top stars of Broadway and Hollywood will voice the plea of the *New* MARCH OF DIMES. The world's largest voluntary health organization will be asking all Americans to help in the treatment and rehabilitation of polio victims, and to meet two crucial new challenges—*arthritis*, which afflicts 11 million Americans—and *crippling birth defects*, our biggest childhood medical problem.

WON'T YOU HELP? PLEASE SAY YES BY CARRYING THESE VITAL NEW MARCH OF DIMES MESSAGES TO ALL AMERICANS

TWO LIVELY ALL-STAR FEATURE FILMS . . .

"WHAT ABOUT LINDA?"

60-minute spectacular, emceed by Bob Cummings, featuring Linda Breese—1961 *New* MARCH OF DIMES poster girl—and a star-studded cast:

Philip, Dennis and Lindsay Crosby • Juliet Prowse • Louis Armstrong • Debbie Reynolds Bob Stack • Robert Young • Connie Stevens • Van Johnson • Shirley Jones • Stubby Kaye • Randolph Scott • Efrem Zimbalist, Jr. • Jack Kelly • Don Knotts • Kingston Trio • Keenan Wynn • Roger Smith • Lee Marvin • Craig Stevens • Nick Adams John Raitt • Harry Von Zell • Craig Hill and Ken Tobey.

"THREE WISHES"

An entertaining half hour with Art Linkletter playing host at a children's party and featuring performances by:

Gene Barry • Helen Hayes • Debbie Reynolds • Shirley Jones • Stubby Kaye • Carole Cook • Roger Smith • Bobby Van • Harry Von Zell • The Poodleaires

1961 NEW MARCH OF DIMES

THE NATIONAL FOUNDATION, FRANKLIN D. ROOSEVELT, FOUNDER • GEORGE P. VOSS, DIRECTOR OF PUBLIC RELATIONS • 800 SECOND AVENUE, NEW YORK 17, N.Y. • OXFORD 7-7700

OUR RESPECTS to George William Bolling II, president, The Bolling Co.

Last month, the salesman became a buyer

To George William Bolling II, founder and president of The Bolling Co., selling is not a task—it's an exhilaration.

"For the good salesman, going out for that daily, personal sale is the most wonderful feeling in the world," he says. "When you make it you know you've accomplished something and you can really sleep good at night."

After 36 years in broadcasting, a tenure that makes him one of the longest serving radio and tv reps still active in the field, salesman Bolling is still going strong. And last month the salesman also became a buyer.

In a deal of major and unprecedented scope (BROADCASTING, Jan. 2), The Bolling Co. purchased established competitor Headley-Reed Co. at a price described as more than a half-million dollars. The acquisition is the largest single move Mr. Bolling has made since he started the firm and one he felt was made necessary by our changing times.

Expansion ▪ "Take a farmer with eight or ten cows—nowadays he can't exist anymore," Mr. Bolling says in explanation. "He must expand or he's finished. Business in general is like that. You must move with the times or retrogress."

Mr. Bolling thinks his new station list will eventually consist of about 35 radio stations and 27 tv stations. He's currently in the process of paring down the combined Headley-Reed and Bolling list to these levels. It is impossible, he claims, to do a knowledgeable, adequate job for a tremendous number of stations and what he is most interested in is giving his clients an intimate, personal kind of service.

During his long career, Mr. Bolling has seen the trend in radio billings dominance go the full cycle from local to national network and back to local (including spot). He wonders if tv isn't in the same cycle now with an eventual swing back to the local sphere a distinct possibility. Line charges, he reasons, take too big a bite to make network dominance of the business completely feasible in the future.

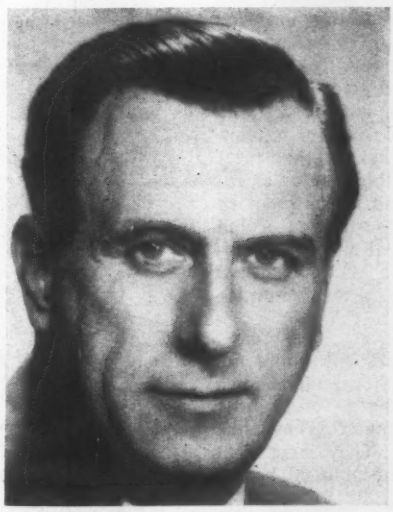
No Choice ▪ Tall and ramrod straight, with the aristocratic, angular features of a Basil Rathbone, whom he slightly resembles, George William Bolling II is an advertising natural—a man who followed his way of life because for him there was no other choice. Born in Chicago on Sept. 6, 1899, son of newspaper publisher George W. Bolling Sr., he digested advertising talk with his Pablum. Educated in the Chicago public school system, he excelled in track, swimming, basketball and football. But swimming over-shadowed the other sports when he entered the Naval Academy at Annapolis in 1919. Several American intercollegiate free-style records fell before his smooth, quick strokes and in the summer of 1920, his athletic prowess took him to Antwerp, Belgium, as a member of the U.S. Olympic team. Swimming the 100 meters, he didn't win any medals but he still considers the experience the highlight of his life.

In 1923 he graduated from the academy with an engineering degree and an ensign's commission but was separated from the service soon afterward when the Coolidge administration ordered a reduction in the armed forces.

Like a woodsman hearing the call of the wild, George Bolling headed for the middle of a new business where men who could sell were needed. In 1925 he joined Westinghouse station KYW (then in Chicago, later Philadelphia, now Cleveland) and became the first commercial salesman selling radio time on the streets of Chicago. One of his first sales, to Elmer Rich of Simoniz, illustrated Mr. Bolling's selling ingenuity.

The rate cards of the time consisted of only half-hour and hour time periods and Mr. Rich didn't want to buy that much time just to say, "Motorists Wise —Simoniz." Mr. Bolling solved the dilemma by tying the message into a daily five-minute weather broadcast—and from such humble beginnings the service spot announcement was born.

Pioneer ▪ In 1927, Mr. Bolling was made commercial manager and representative of all Westinghouse stations west of Ohio. He had a hand in developing many firsts in those exciting, pioneering days. Among others he cites the first published rate card, the first recognized coverage map, the first standardized program schedule, the first musical clock early morning program and the first commercial time signal, newscast and live sports coverage.



George Bolling II
A string of firsts

With an eye to wider horizons, Mr. Bolling left broadcasting in 1928 to become radio director of the Hays McFarland advertising agency. But the stock market crash of 1929 put a temporary halt to his new career. He weathered the storm by drawing on his engineering background to land a job with the city of Chicago as a consulting engineer on a natural gas case. The assignment lasted for two years by which time the country, the economy and Mr. Bolling were back on a more even keel. He then joined the Michigan Radio Network as commercial manager, a job that placated his ambition until 1934 when he gained his initial experience as a station rep with The Blair Co.

Starting as manager of the Detroit office, Mr. Bolling during the next 12 years became New York vice president and second largest stockholder in the firm before deciding the time was ripe for an independent venture.

With his brother Robert and E. Schuyler Ensel, both since retired, he founded The Bolling Co. on Feb. 1, 1947. With its acquisition of Headley-Reed, Bolling claims to be the sixth largest station rep in the nation.

Outdoor Man ▪ Mr. Bolling has one son, George William Bolling III, 32, who is a vice president of the firm, and two grandchildren. His wife, the former Maxine Weaver of Traverse City, Mich., died last year.

Mr. Bolling currently lives a good deal of the time in the Tudor City section of Manhattan. It is just a place to hang his hat, he comments ruefully, and he looks forward to the times when he visits his dairy and cattle farms in Traverse City.

He is not an ardent "joiner" (he belongs to the Radio & Television Executives Society and the Naval Academy Alumni Assn.), but he is still an athletic man at heart. Whenever possible he's out golfing or bird hunting in Michigan and Florida. He would like to think of himself as an expert trout fisherman but he frankly admits, "I cast more line out and work harder at it but catch less fish than anyone I know."

EDITORIALS

Repeal now or never

JAN. 31 has been set as the day for broadcasters to write their own emancipation proclamation. On that day the Senate Subcommittee on Communications will hold a hearing on the future of the political broadcasting law.

The networks and the NAB have been invited to appear, and it is all but certain that the weight of their testimony will be thrown behind the movement for repeal of Sec. 315, the equal time requirement of the Communications Act. But their weight, however impressive, will not be enough. It will take a massive drive by individual television and radio station operators to persuade the Congress that broadcasters deserve the freedom they have been denied throughout the history of broadcast regulation.

No one will think broadcasters deserve freedom if they do not fight for it. Not enough of them have fought for it in the past.

THE majority of broadcasters servilely submitted to the political broadcasting restrictions of the Communications Act for 25 years after its adoption in 1934. It was not until 1959 that broadcasters in substantial numbers were stirred to protest, and then only because Lar Daly, a political freak, won access to the air in a case that dramatized the absurdities of the law. At that point broadcasting had to make a showing. An enterprise that uncomplainingly accepts absurd regulation tends itself to look absurd.

Mr. Daly provided both the motive and the argument for broadcasting's first serious effort to obtain relief from Sec. 315. That effort succeeded in gaining the 1959 amendment that exempted various kinds of news broadcasts from the equal time law. Without that amendment the splendid radio and television record of reporting the 1960 campaigns could not have been achieved.

It was another political accident that gave broadcasters the additional freedom that led to the "Great Debates" of the 1960 campaigns.

Broadcasters were testifying in opposition to a Senate bill that would have required them to give free time for set speeches by presidential and vice presidential candidates. All three television networks offered to give time to the major candidates, preferably for joint appearances, but they pointed out that the law would require them to give equal time to all minor candidates. Frank Stanton, CBS president, suggested that Sec. 315 be suspended for the 1960 campaign in its application to presidential and vice presidential candidates. By joint resolution of Senate and House the temporary suspension was granted.

Congress had two purposes in mind: to give the leading candidates exposure on national television and to test the judgment of broadcasters. The element of trial was implicit in the resolution. We suggest, and we believe that most legislators agree, that broadcasters stood the trial well. Indeed Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, has introduced a bill that would permanently exempt presidential and vice presidential races from the application of Sec. 315. That bill will be before the Commerce Committee's Subcommittee on Communications at its Jan. 31 hearing.

TO OBTAIN passage of Sen. Magnuson's bill would not be difficult. Powerful members of both houses are known to favor it. But broadcasters must not settle for so little after a campaign in which they gave so much. They must make the total effort to get total relief. They must fight for repeal of everything that is left of the political broadcasting law.

If broadcasters are to be trusted to cover the campaigns for the nation's two highest offices without the restrictions of a federal law, it does not seem unreasonable that they should be trusted to cover campaigns for lesser offices with equal freedom.

Never mind how they happened to get the limited freedom they had in the 1960 campaigns; they will get no more by accident. Full freedom they have earned by their performance in the 1960 campaigns, but earning is one thing and getting is another. The getting in this case will depend on the number and vigor of the demands that individual broadcasters make for repeal of Sec. 315.

All stations that wish to be a part of the growth of broadcast journalism must take a personal interest in this fight. They must do all within their power to acquaint their congressmen with the need for repeal. The time to start the campaign is now.

Mustn't touch

IN AN exhibition of poor taste and poorer judgment the retiring attorney general, William P. Rogers, has likened an episode of ABC-TV's *The Untouchables* to "payola and the quiz shows" and has called it "another example of broadcasters failing to fulfill their duties as trustees for the public."

Mr. Rogers made his remarks at the prodding of a subordinate, James V. Bennett, director of the Bureau of Prisons, who has been carrying on a running campaign against the show. Mr. Bennett has protested to the network and to the FCC and has threatened to intervene in license renewals of ABC-TV affiliates because the program showed prison guards in an unfavorable light.

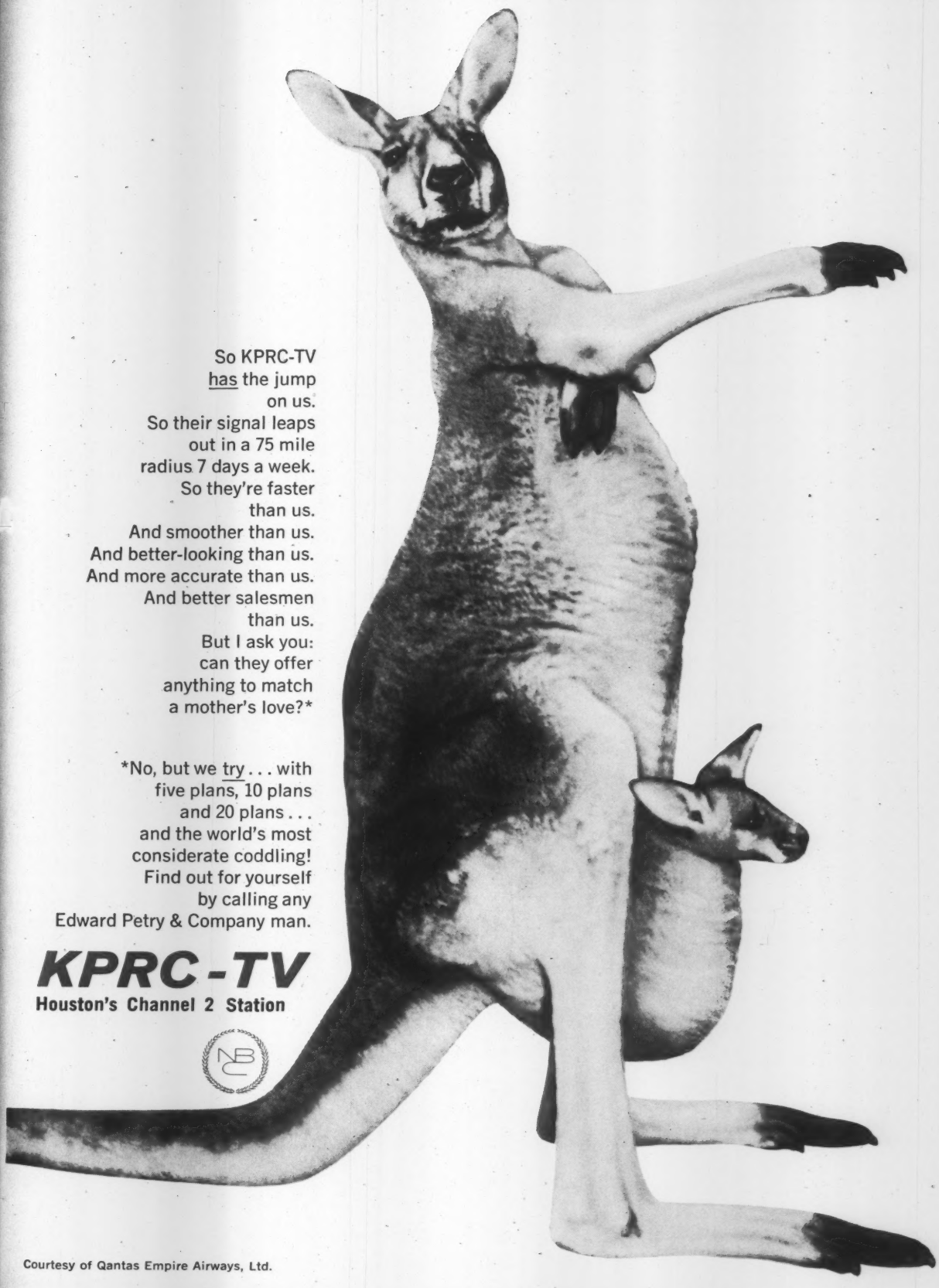
It seems to us that Mr. Bennett's own performance is at least as unattractive as that of the fictional guards in *The Untouchables* episode. He has resorted to the kind of pressure that ought to be beneath a man in his position. As to Mr. Rogers' parting remarks, we can say only that he must have been distracted by the problems of packing.

It is in poor grace for a federal official to holler to the FCC when a television program treats a government service unkindly. Television, like any other medium of communication, is subject to the libel laws, and the courts are available to any person who feels wronged by a television performance. If Mr. Bennett thinks he or his bureau has been damaged, he has the right available to any citizen to sue.

No matter what the nature of the program in question, ABC-TV was absolutely correct in rejecting Mr. Bennett's demands for suppression of a second episode.

"Hear you're having trouble finding a sponsor for that 'Dangers of Fall-out' special! Tried the hair tonic companies?"

Drawn for BROADCASTING by Sid Hix



So KPRC-TV
has the jump
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So their signal leaps
out in a 75 mile
radius 7 days a week.
So they're faster
than us.
And smoother than us.
And better-looking than us.
And more accurate than us.
And better salesmen
than us.
But I ask you:
can they offer
anything to match
a mother's love?*

*No, but we try . . . with
five plans, 10 plans
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